BROADCASTING

Broadcast Advertising

Vol. 12 • No. 9

WASHINGTON, D. C.
MAY 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

THE JOHN CRERAR
MAY - 3 1937
LIBRARY

wake up and . . .

GIVE!

It's a simple thing to offer something for nothing. But it's another matter to have listeners buy something to get something for nothing. Consider, if you will . . .

1. This WOR sponsor said: "I have a booklet to GIVE. But it will cost you 10¢." Four brief announcements brought him 11,008 dimes. The time? 7:45 to 8:00 P.M.

2. "Go out and spend 50¢ for my product," said sponsor No. 2. "For I have a gift to GIVE." Six announcements brought 6826 proofs of purchase. And this offer was made during the period of 2:45 to 3:00 P.M.

3. Brazen sponsor No. 3 not only wanted a 75¢ proof of purchase, but 10¢ as well. "But I'll GIVE you something nice," he said. 3070 WOR listeners succumbed.

4. "Go spend 75¢ for me," commanded sponsor No. 4. "I, too, have something to GIVE." A once-a-week broadcast brought in 11,088 proofs of purchase and they're still coming. Time? a 15-minute daytime show.

WOR

NEW ON THE BLUE

ON MAY 1, 1937

WOWO

FORT WAYNE
INDIANA

"Indiana's Most Powerful Station"

The addition of this powerful station, established in 1925, gives the NBC Blue the most powerful station in the entire state. WOWO has recently moved into new, modern studios . . . installed a new vertical radiator . . . brought all its equipment up to the minute. WOWO embraces 21 rich and busy trading centers and boasts an audience second to none in the area.

ON MAY 2, 1937

WSPD

TOLEDO
OHIO

"Toledo's Only Station"

WSPD blankets the entire Toledo trading area, whose retail sales rank third in Ohio. Recent surveys conducted by the Associated Radio Service men reveal WSPD to be the most popular station heard by Toledo listeners—outscoring its nearest rival by over 34%!

These two fine stations still further improve the all-over NBC Blue Network Service to listeners and advertisers!

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

VACATION TIME IN NEW ENGLAND

3,000,000 EXTRA LISTENERS

at no extra cost!

VACATIONISTS in New England listen to radio . . . keeping up with favorite programs, spot news, sports news and commentators.

The New England Council estimates that more than three million people come to New England from other sections during the four principal vacation months.

This is your PLUS audience — a potential three million extra listeners added to your regular Yankee Network audience of 7,758,000.

It is also a buying audience. Visitors to New England stay an average of seventeen days and spend an average of $102.30.

They pay over $306,000,000 for transportation, accommodations, food, tobacco products, toilet articles, confections, amusements, sports equipment and clothing. Leading food chains in resort localities have reported as much as 36% increase in business during vacation months. Recreational centers do up to 50% of the year's business during this period.

Vacationists choose the seashore, mountains, lake resorts and country, in that order — spreading their buying power over all New England.

There is only one medium for reaching all New England by radio — the Yankee Network. Its 13 stations from Bridgeport, Connecticut, to Bangor, Maine, cover both coastal and inland resorts. No other group of stations commands so large an audience over so wide an area. By routing your summer program over the Yankee Network, you can talk directly to all of the 3,000,000 extra vacation listeners — at no extra cost.

WNAC	Boston	WLBZ	Bangor
WTIC	Hartford	WFEA	Manchester
WEAN	Providence	WSAR	Fall River
WTAG	Worcester	WNBH	New Bedford
WICC	Bridgeport	WLLH	Lowell
	New Haven	WLNH	Lanconia
WCSH	Portland	WRDO	Augusta

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

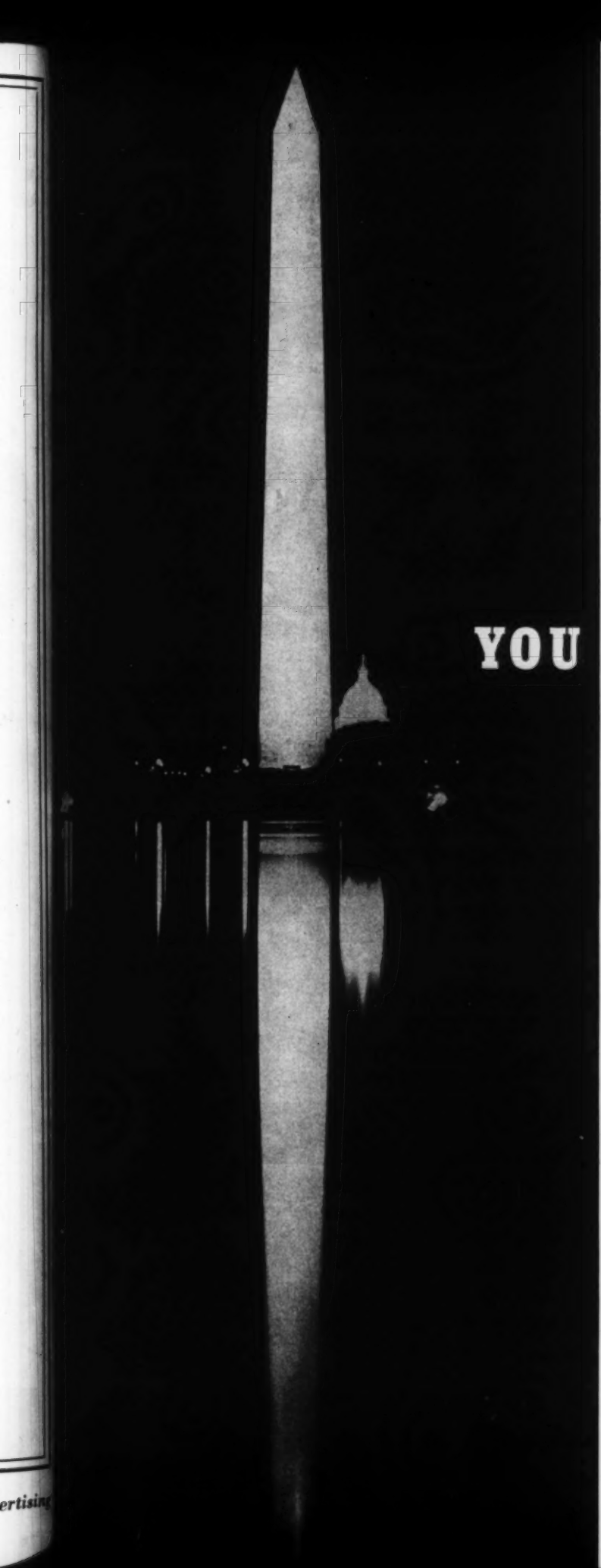
XUM

Westinghouse

Announces the formal opening of the new studios of Stations WOWO and WGL in the Westinghouse Building, Fort Wayne, Indiana, on the first day of May, Nineteen Hundred Thirty-seven. On the same day WOWO becomes a member of the National Broadcasting Company Basic Blue Network.

WOWO operates on 1160 kilocycles with 10,000 watts.

WGL operates on 1370 kilocycles with 100 watts, and is a supplementary station to the National Broadcasting Company Red and Blue Networks.



Washington Monument and Capitol Dome at night across the Lincoln Memorial reflector pool. The lamps, which make this picture possible, use lots of watts—at night. WJSV uses 10,000 watts day AND night.

YOU GET TWICE AS FAR

in Washington with WJSV

Washington retail merchants, in their radio advertising, spend more money to buy more hours on WJSV than on any other Washington station.

WJSV Washington

10,000 watts. Owned and operated by the Columbia Broadcasting System. Represented by RADIO SALES. Offices: NEW YORK, 485 Madison Ave., WIckersham 2-2000 • CHICAGO, 410 N. Michigan Ave., WHItehall 6000 • DETROIT, Fisher Bldg., TRinity 2-5500 • LOS ANGELES, 5939 Sunset Boulevard, HOLlywood 3101 • SAN FRANCISCO, 601 Russ Bldg., GARfield 4700

This is one spread from the 56-page "Radio in 1937" just issued by the Columbia Broadcasting System. The book gives detailed information on U. S. radio ownership and listening habits. A limited edition is available for executives. CBS, 485 Madison Ave., N. Y.

AGE AND SEX 0

	MORNING		AFTERNOON		EVENING	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
MALE	37.5%	34.7%	36.0%	40.8%	46.9%	48.2%
OVER 18 YRS.	25.0%	21.7%	24.0%	27.2%	34.4%	37.9%
UNDER 18 YRS.	12.5%	13.0%	12.0%	13.6%	12.5%	10.3%
	MORNING		**AFTERNOON**		**EVENING**	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
FEMALE	62.5%	65.3%	64.0%	59.2%	53.1%	51.8%
OVER 18 YRS.	50.0%	47.9%	48.0%	45.6%	43.7%	41.5%
UNDER 18 YRS.	12.5%	17.4%	16.0%	13.6%	9.4%	10.3%
TOTAL	100%	100%	100%	100%	100%	100%

EX OF THE RADIO AUDIENCE

These figures give *over-all* dimensions of the radio audience in terms of the men and women, the adults and children who listen regularly winter and summer. It is interesting to note the large percentage of men who listen morning and afternoon (as well as evening). In millions of homes, radio continues as a *family* medium throughout the day. Advertisers know the power of this *family* influence in daytime campaigns for the acceptance of any product is helped enormously when radio gets for it the support of *both* the purchasing-agents of the home! The correlation of this year's figures with those first published in RADIO IN 1936 is extremely close. The *Winter* figures show virtually no variation; the *Summer* figures show a slight increase in the percentage of women listening in the morning.

XUM

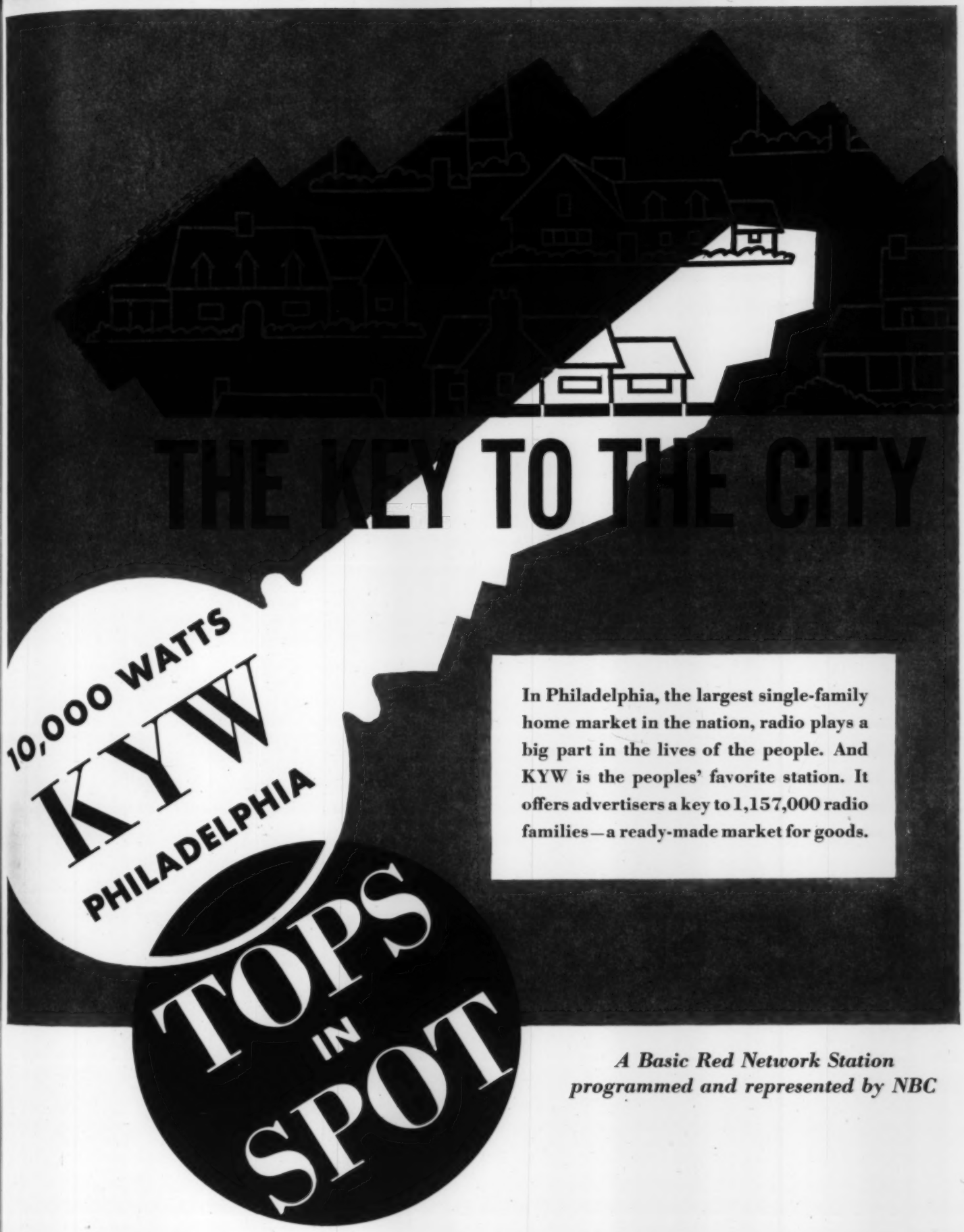
Bonus Time in the Great Northeast

Every summer, in Eastern and Central New York and Western New England, vacationists by the thousands spend millions of dollars. This is "bonus" money for advertisers over WGY, the only effective single sales entree to this rich area.

50,000 WATTS
WGY
SCHENECTADY

TOPS IN SPOT

A Basic Red Network Station
programmed and represented by NBC


THE KEY TO THE CITY
10,000 WATTS
KYW
PHILADELPHIA
In Philadelphia, the largest single-family home market in the nation, radio plays a big part in the lives of the people. And KYW is the peoples' favorite station. It offers advertisers a key to 1,157,000 radio families—a ready-made market for goods.
TOPS IN SPOT
A Basic Red Network Station
programmed and represented by NBC

"Who invented this 'rummage sale' idea?"

BEWARE of "rummage sales", friend, for you usually get just about what you pay for—or less.

If you want to buy something, step right up and buy it. But when the fast talkers begin "throwing in" other stuff that you don't need, you'd better throw yourself into a steady lope!

Yes, even up to and including rummage sales of radio stations. Even if they're called "networks" or "chains" or "groups".

Hence we say again—talk your problems over with us. We'll analyze your needs and give you a list of *the stations that meet them*—together with the reasons why. And there won't be a dud on the list.

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

WHO	Des Moines
WGR-WKBW	Buffalo
WHK-WJAY	Cleveland
WHKC	Columbus
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
KOIL	Omaha
KOIN-KALE	Portland
KSD	St. Louis
WFBL	Syracuse
KOL	Seattle
WKBN	Youngstown

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

WIS	Columbia
WOC	Davenport
WDAY	Fargo
KTAT	Fort Worth
WDRC	Hartford
WNOX	Knoxville
KFAB	Omaha-Lincoln
WMBD	Peoria
WPTF	Raleigh
KVI	Tacoma
KTUL	Tulsa

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 9 WASHINGTON, D. C., MAY 1, 1937 $3.00 A YEAR — 15c A COPY

Four Out of Five Homes Now Have Radios

Intensive CBS Research Sheds New Light on Who Listens To the Radio, as Well as Where and How Much

NOT ONLY is the American public becoming more faithful in its radio listening habits, but during the last year the ratio of radio set ownership increased to approximately four out of five homes in this country, according to a new survey sponsored by CBS and prepared for publication May 2 under the title *Radio in 1937*. The survey finds that as of Jan. 1, 1937, radio homes in the United States numbered 24,500,000, or 78%, as compared with 22,869,000, or 73.46%, reported as of Jan. 1, 1936, by the Joint Committee on Radio Research of the ANA, AAAA and NAB.

In addition to the 24,500,000 homes equipped with one or more radios, it was found that 4,500,000 automobile radios are in use in this country. Adding the 4,000,000 families owning two or more radios, it is estimated that at least 33,000,000 radios are now in use in this country. The figures are projected from the Joint Committee's report on the basis of known trade distribution during the last year.

The brochure brings up-to-date (January) the CBS *Radio in 1936* data and includes a large amount of new and impressive information about the realities of the radio audience. It amounts to the latest version of a continuous study of the audience, now in its fourth year, under the direction of Dr. Daniel Starch. Survey technique is explained in detail in a foreword, which shows how and where personal interviews were conducted. All information is based on communities of 2,500 population and over. At present a survey is under way covering the portion of the population living in areas of less than 2,500.

Charts Galore

Before letting the reader of *Radio in 1937* in on the data, CBS offers a paged titled "Correction" in which it is explained that "28 more radios will be bought in the United States in the minute it takes to read this page. 140 more radios will be bought in the five minutes it takes to glance through this book. And—in the three months from Jan. 1 to April 1, 1937, over 1,300,000 new radios were bought by new (and old) radio families and by automobile owners of the United States."

Heading the parade of charts and figures is "U. S. Radio Ownership by Income Levels", which shows that the following homes can be reached by radio:

98.6% with incomes over $5,000.
96.3% of homes $2,000 to $5,000.
85.1% of homes $2,000 and under.
90.0% of all homes (average).

These figures carry this explanation:

"On this page (last year in *Radio in 1936*) we said: *Except for thin fringes of families—whoever uses your product can be reached by radio.* Between January, 1936 and January, 1937, 1,631,000 more families joined the radio audience. Today, in communities of 2,500 population and over, 9 out of 10 of all families in all income groups open their homes wide to radio. This is coverage!"

The section titled "U. S. Radio Ownership by City Size" shows these percentages of homes having radios:

92.4% in cities over 250,000.
90.8% in cities 25,000 to 250,000.
91.8% in cities 10,000 to 25,000.
88.8% in cities 2,500 to 10,000.
90.0% of all homes (average.)

Complete Coverage

"These figures repeat a story exclusive to radio. And confirm the story just given by income groups. Nine out of ten of all families in all communities of 2,500 population and over are in your radio audience. Radio is unique in such coverage because one network—one microphone—brings you to 95% of these families; delivering more coverage simultaneously up and down the income scale, up and down the population groups than any other medium."

U. S. Radio Ownership by Time Zones" reveals set ownership by regions:

Eastern, 90.7% of all homes.
Central, 88.8% of all homes.
Mountain, 89.7% of all homes.
Pacific, 91.3% of all homes.

"This year's figures, as in *Radio in 1936*, show the remarkable unity of radio's coverage across the country. East and West have no difficulty meeting on common radio ground. The explanation lies in the quality of programs the nation hears today; in the development of networks to the point where the entire United States is supplied with the best in radio."

"Some Interlocking Markets" discloses that:

95.0% of auto homes own radios.
66.1% of radio homes own autos.
95.7% of telephone homes own radios.

"Socially and statistically, the American family has long labelled itself by its possession of an automobile and a telephone. People who own one or both are the prime market for all nationally advertised goods. Note, then, how thoroughly radio saturates these markets. 95.0% of all urban automobile homes can now be reached by radio. 95.7% of all urban telephone homes own radios. At the same time radio does not miss the families without an automobile but with spendable money; or families which dispense with telephones but not other choice goods. It's clear again, from this, that radio is breaking down the old distinction between Class and Mass circulation. Radio covers class markets as readily as it reaches the entire buying mass of listeners. Radio delivers the complete market.

"Radios on the Road" observes that there are 4,500,000 choice families-with-money who are most reachable by radio because they have sets in their autos and are reached by radio at the point of use of their product.

"The 95,500,000-Hour Radio Day" explains that of 24,500,000 radio families, 76.4% (18,718,000) listen sometime daily. Since the average is 5.1 hours a day, the 95,461,800 family-hours of listening is arrived at.

"A Special Note on Day and Night Radio Audiences" shows that 57.6% of all radios are in use sometime each day before 6 p. m., 64%. after 6 p. m. The daytime audience is 90% of the evening audience.

"Radios in Daily Use by Income Levels" tells this story of listening habits according to income:

73.3% with incomes over $5,000
77.4% with incomes $2,000 to $5,000
76.9% with incomes under $2,000
76.4% of all homes (average)

The levelness of the findings by income groups is construed as proof that radio is "an extraordinarily democratic institution, exactly alike to rich and poor."

"Radios in Daily Use by City Size" goes into the listening habits

AGE AND SEX *of the* AMERICAN RADIO AUDIENCE*

	MORNING		AFTERNOON		EVENING	
	WINTER	SUMMER	WINTER	SUMMER	WINTER	SUMMER
MALE	37.5%	34.7%	36%	40.8%	46.9%	48.2%
OVER 18 YEARS	25%	21.7%	24%	27.2%	34.4%	37.9%
UNDER 18 YEARS	12.5%	13.0%	12%	13.6%	12.5%	10.3%
FEMALE	62.5%	65.3%	64%	59.2%	53.1%	51.8%
OVER 18 YEARS	50%	47.9%	48%	45.6%	43.7%	41.5%
UNDER 18 YEARS	12.5%	17.4%	16%	13.6%	9.4%	10.3%
TOTAL	100%	100%	100%	100%	100%	100%

*ALL U.S. COMMUNITIES OF 2,500 AND OVER.

of city and small town dwellers and shows the percentage of sets in daily use:

71.6% in cities over 250,000
77.4% in cities 25,000 to 250,000
76.3% in cities 10,000 to 25,000
83.9% in cities 2,500 to 10,000.
76.4% of all homes (average)

"But note that even in the largest cities of the country almost three out of four families are listening every day."

"Radios in Use by Days of Week" is described as another example of the impact of radio on the nation's family habits and it shows that three-quarters of all radio families listen every day, with the non-listening quarter changing from day to day so that the turnover brings all radio homes into the audience. The data on listening by days of the week:

77.4% of all homes, weekdays.
73.1% of all homes, Saturdays.
76.1% of all homes, Sundays.
76.4% of all homes all days (average)

That percentages of "Radios in Daily use by Time Zones" are almost constant across the country, showing how radio has balanced the habits of the nation, is explained by these figures:

Eastern, 76.3% sets in daily use.
Central, 76.4% sets in daily use
Mountain, 73.3% sets in daily use
Pacific, 75.8% sets in daily use.

"Hours of Daily Listening in 1936" correlated with years of radio ownership shows:

4.6 hours, 1-2 years ownership
4.6 hours, 3 years ownership.
4.9 hours, 4 years ownership.
5.0 hours, 5 years ownership
5.3 hours, 6 years or more.

"Families With 2 or More Sets" says that more people than ever before have two radios in the home, which means more listening than ever—by the entire family:

44.3%, incomes of $5,000 and over
20.4%, incomes $2,000 to $5,000.
8%, incomes under $2,000
16.3%, average for all incomes.

In the table of "Total U. S. Radio Figures" as of Jan 1, 1937, which shows 24,500,000 radio families or 78% of the total 31,400,000 families, CBS applies the nationwide percentage of increase in new radio homes in 1936 to the figures of the Joint Committee (AAAA, ANA, NAB). The table is printed in adjoining columns.

"Average Hours of Daily Listening" by income groups (based on all sets in use sometime during the day) are:

4.6 hours, incomes $5,000 and over.
5.1 hours, incomes $2,000 to $5,000
5.2 hours, incomes under $2,000
5.1 hours, average for all incomes

In 1934, it is explained, the average listening time for all urban sets in daily use was 4.5 hours; in 1935, 4.8 hours; and the 1936 figure was 5.1 hours. The rise is traced to improved programs and better sets. "Advertisers are using radio more these days because *they* get much more, too."

"Average Hours of Daily Listening" by size of city (based on sets in use sometime during the day):

4.5 hours, 250,000 and over
5.5 hours, 25,000 to 250,000
5.7 hours, 10,000 to 25,000
5.1 hours, 2,500 to 10,000
5.1 hours, average all cities

"Average Hours of Daily Listening" by time zones (based on sets in use sometime during the day):

5.2 hours, Eastern zone
5.0 hours, Central zone
4.9 hours, Mountain zone
5.1 hours, Pacific zone
5.1 hours, average all zones.

"Average Hours of Daily Listening" by days of week (based on sets in use sometime during the day):

5.1 hours, average weekday
5.3 hours, Saturdays
5.1 hours, Sundays
5.1 hours, average all days

U. S. Radio Ownership By States

(January 1, 1937*)

State	Total Population (July '36)	Total Families (July '36)	Radio Families (Jan. '37)	% Radio Ownership (Jan. '37)
Alabama	2,864,000	636,400	276,400	43.4
Arizona	406,000	99,000	67,000	67.7
Arkansas	2,023,000	481,700	200,700	41.7
California	6,059,000	1,731,000	1,499,000	86.6
Colorado	1,066,000	273,300	221,300	81.0
Connecticut	1,734,000	422,900	398,700	94.3
Delaware	259,000	64,700	50,500	78.1
District of Columbia	619,000	158,700	134,800	84.9
Florida	1,642,000	421,000	250,600	59.5
Georgia	3,060,000	695,500	358,300	51.5
Idaho	485,000	118,300	81,200	68.6
Illinois	7,845,000	2,012,000	1,793,700	89.1
Indiana	3,459,000	910,300	660,800	72.6
Iowa	2,543,000	652,000	539,000	82.7
Kansas	1,886,000	483,600	372,800	77.1
Kentucky	2,883,000	670,500	336,200	50.1
Louisiana	2,122,000	493,500	278,500	56.4
Maine	853,000	213,200	175,300	82.2
Maryland	1,674,000	398,600	342,800	86.0
Massachusetts	4,425,000	1,079,300	1,014,400	94.0
Michigan	4,783,000	1,166,600	1,003,400	86.0
Minnesota	2,635,000	627,400	573,800	91.4
Mississippi	2,008,000	467,000	178,300	38.2
Missouri	3,939,000	1,015,100	759,000	74.8
Montana	531,000	136,200	98,200	72.1
Nebraska	1,364,000	341,000	285,800	83.8
Nevada	100,000	28,600	23,200	81.1
New Hampshire	508,000	130,300	106,800	82.0
New Jersey	4,328,000	1,055,600	961,500	91.1
New Mexico	422,000	98,100	51,700	52.7
New York	12,935,000	3,251,600	3,206,500	98.6
North Carolina	3,457,000	705,500	366,200	51.9
North Dakota	703,000	149,600	107,700	72.0
Ohio	6,713,000	1,721,300	1,496,500	86.9
Oklahoma	2,528,000	601,900	358,900	59.6
Oregon	1,017,000	282,500	231,800	82.1
Pennsylvania	10,136,000	2,357,200	2,076,600	88.1
Rhode Island	681,000	166,100	160,700	96.7
South Carolina	1,860,000	395,700	187,100	47.3
South Dakota	692,000	160,900	114,600	71.2
Tennessee	2,864,000	666,000	352,400	52.9
Texas	6,117,000	1,456,400	923,600	63.4
Utah	516,000	117,300	91,000	77.6
Vermont	380,000	95,000	77,600	81.7
Virginia	2,671,000	580,700	360,900	62.1
Washington	1,643,000	444,100	371,600	83.7
West Virginia	1,830,000	397,800	257,100	64.6
Wisconsin	2,908,000	709,300	617,700	87.1
Wyoming	233,000	59,700	47,800	80.1
U. S. Totals	128,429,000	31,400,000	24,500,000	78.0%

* Estimated in *Radio in 1937* on basis of 1936 radio census of Joint Committee on Radio Research of ANA, AAAA and NAB.

WHK Signs Five-Year NBC Contract With WGAR to Switch in Fall to CBS

CLIMAXING negotiations in progress for many months, WHK, Cleveland, announced April 28 that it had signed a five-year contract with NBC as its basic Blue outlet, effective Dec. 1. Simultaneously, it became known that WGAR, present Blue outlet in Cleveland, will switch to CBS and that the change probably will be effected when daylight savings time ends Sept. 26, provided the stations and the network can get together.

WHK signed a three-year contract with CBS last summer which became effective in October. It was then reported in BROADCASTING that notice had been given that the contract would be terminated at the end of a one-year period, because of plans presumably made for a switch in affiliates by the networks. WGAR is owned by the Richards-Fitzpatrick interests, which own WJR, Detroit, a CBS outlet. Its contract with NBC, it is understood, runs until Nov. 30 of this year.

Signing of the WHK contract with NBC was reached in negotiations in which John S. McCarren, vice-president and general manager of the *Cleveland Plain Dealer*, owning the station, H. K. Carpenter, vice-president and general manager of WHK and WJAY, and Joseph S. Hostetler, *Plain Dealer* attorney, participated.

At times during the negotiations, President Lenox R. Lohr of NBC, Vice-President Frank Mason and Station Relations Manager Reginald M. Brophy participated.

NBC has placed a rate of $340 on WHK when it joins the network. WGAR has an NBC rate of $280. Presumably WJAY, sister station of WHK, also will carry certain NBC programs under the change since it now carries a limited amount of CBS material. However, the contract was said to be strictly with WHK as the NBC outlet. WHK operates on 1390 kc. with 1,000 watts night and 2,500 watts daytime. It is the key of the Buckeye Network which presumably will be continued.

WGAR, of which John F. Patt is vice-president and general manager, operates on 1450 kc. with 500 watts night and 1,000 watts until local sunset. In connection with its plan to transfer to CBS, upon termination of its NBC contract, consideration was given to a possible switch to 890 kc. used by WMMN, Fairmont, W. Va. Negotiations had been in progress involving possible sale of the station by its owner, George B. Storer, to the Richards-Fitzpatrick group. These, however, have been dormant for some time.

The CBS arrangement with WGAR, it is reported, will mean

(*Continued on page 78*)

Slowie Appointed As FCC Secretary

Unexpected Switch Transfers Berger to Commerce Dept.

IN A sudden turn of events, Thomas J. Slowie, secretary to Rep. William S. Jacobsen (D-Iowa) was appointed secretary of the FCC April 28. He was to be sworn in May 1.

For the last seven years a Congressional secretary, Mr. Slowie is reported as having support both of the White House and the

THOMAS J. SLOWIE

entire Iowa Democratic delegation. Decision to make appointment eliminated Robert I. (Bob) Berger, now radio director of the Democratic National Committee. Mr. Berger is understood to be slated for an appointment in the Commerce Department. He was regarded as a virtually certain selection until Mr. Slowie's name was advanced with strong endorsement. Mr. Berger had the personal endorsement of Postmaster General Farley, who is also chairman of the Democratic National Committee. It is thought he is slated for a post in the Bureau of Air Commerce.

Action Delayed

Five commissioners were present at the meeting at which Mr. Slowie's appointment was made. Commissioners Walker and Payne were absent.

Mr. Slowie is 42 years old and was born in Clinton, Ia., from which city Rep. Jacobsen also hails. He was secretary to Rep. Bernhard M. Jacobsen, father of the incumbent congressman from 1931 to 1936 and continued in the same post under the junior Jacobsen. He has had general business experience in Iowa and prior to coming to Washington had served as city clerk of Clinton and then as city auditor. He is married and has two daughters.

The post of secretary had been vacant for a year, Herbert L. Pettey, now associate director of WHN, New York, having resigned April 30, 1936. Since then John B. Reynolds, assistant secretary, has been acting secretary. Mr. Reynolds also has been considered for the secretaryship—a non-Civil Service post.

Drastic Tax Bill Seen Pigeonholed

Industry-Ruining Levy Buried With 300 Other Bills

NOTHING short of an administration drive could bring about enactment of a law invoking a special tax on broadcast stations of the character advocated in the bill now pending before the House and introduced by Rep. Boylan (D-N. Y.), upon suggestion of FCC Telegraph Commissioner George H. Payne.

Provoking much interest not only because of the drastic nature of the proposal but also because it conflicted with established administration routine on tax measures, the Payne project now reposes before the House Ways and Means Committee where it is destined to die unless administration support is forthcoming, and there is no indication of the latter step.

There are some 300 measures pending before the Ways and Means Committee which have little or no chance of consideration, it was pointed out at the Committee. Tax legislation of this character, it was said, must be checked with the Budget Bureau under a policy adopted more than a year ago by the National Emergency Council, which is headed by the President and comprises the heads of all government departments and independent agencies. This procedure was not followed in connection with the Payne proposal introduced in the House April 15 by Rep. Boylan and which has been assigned the number H. R. 6440.

Commission Opposition

Obviously drawing opposition of the industry as not well conceived and in some instances confiscatory, the special tax bill has drawn the criticism of several of the Telegraph Commissioner's own colleagues on the FCC. They were not aware of the plan to introduce the measure and they generally regard it not only as in conflict with usual procedure but also outside the province of the Commissioner.

Both at the FCC and in Congress, mention was made of the existence of the executive order requiring Budget Bureau consideration of any fiscal legislation to determine whether it is in accord with the program of the President. This order, it was explained, provides specifically that legislation solely concerned with fiscal matters should be cleared by the Bureau of the Budget with the President. It specifies too, it is understood, that before any person in his official capacity as an officer or employe of any department, commission or other government agency shall support or oppose any legislation before Congress dealing with fiscal affairs, he shall ascertain from the Budget Bureau whether the legislation is in accord with the fiscal program of the administration.

The Payne bill proposed a levy of $1 per watt on stations up to 1,000 watts; $2 per watt on stations using from 1,000 to not more than 10,000 watts, and $3 per watt on stations using power in excess of 10,000 watts. The yield of such a tax, he stated in his letter of April 14 (made public April 13) to Rep. Boylan, would be approximately $7,000,000.

Broadcasters pointed out that the measure not only would be confiscatory in that it would force many stations out of business if invoked, but also regarded it as discriminatory and impractical — a view also believed to be shared by certain officials.

The viewpoint of several members of the FCC was that the Telegraph Commissioner went beyond his proper function in drafting the measure and submitting it to a Congressman. The matter of a franchise tax from time to time has been discussed by the FCC and by its predecessor Radio Commission. As a matter of fact, a committee of three—Prall, Sykes and Case—has been studying the question for nearly a year. The matter was raised at a conference with the President about a year ago, it was recalled, at which time the understanding was that nothing would be done for the present. Moreover, the question has been raised in hearings before House and Senate committees during the last year on appropriations at which time FCC spokesmen stated that it was being studied.

Franchise Tax Discussion

All this discussion, however, has centered around a franchise tax on broadcasting stations which would be in the nature of reimbursing the government for expenditures by the FCC for broadcast regulation. These amount to approximately $700,000 out of the gross annual FCC appropriation of $2,000,000. Such a franchise tax, while it would not be viewed as onerous by the industry, might be objected to as discriminatory because other industries regulated by the government are not assessed on special levies to defray the cost of their administration. Several commissioners have indicated they are inclined to feel that if a tax is levied against the broadcasting station licensees to defray that portion of its overhead, then corresponding levies should be made against telephone, telegraph and other carriers regulated by it.

In making public his letter to Rep. Boylan together with the proposed bill, there also was given out at the FCC a statement listing the 32 stations now licensed to use 50,000 watts power (each of which would pay a tax of $150,000 per year under the proposed bill). This statement mentioned the fact that WLW was licensed for 50,000 watts regularly and 450,000 watts experimentally. Under the proposed measure it would be called upon to pay a tax of $1,500,000 per year.

Serious question as to the legality of such a tax, even if the proposed measure were enacted, has been raised. It is pointed out, for example, that the Supreme Court of the United States in a decision at the current term held invalid a state tax law which appears to be analogous. In the case of *Washington State Public Utilities Commission v. Great Northern Railroad*, the court held unanimously that the Commission could not assess a tax to reimburse it for its cost of regulation against railroads, power utilities and telephone companies and not assess a similar levy against other industries subject to its jurisdiction. The court held that taxation of a portion of the industries would be discriminatory.

IN STUDIO B—WEEI, Boston, stung by the popularity of singing mice and musical flea programs, brought John Van de Poele, Massachusetts apiarist, to the studios April 21 with two hives of bees, containing some 50,000 in all. After the program Mr. Van de Poele stumbled and dropped one of the hives, scattering bees all over Studio B. For some 24 hours he battled the insects, aided by staff members armed with vacuum cleaners and brooms. Although claiming to be immune, Keeper Van de Poele suffered some 300 stings. The bee mortality was estimated at 10,000. In the photo, Announcer Arthur F. Edes is shown in armor during the broadcast, before the bees ran amuck.

WLW Line Operating 30 Programs Per Week; Sponsors Are Signed

THE WLW Line, hooking together the Cincinnati super-power station with KQV, Pittsburgh; WFIL, Philadelphia, and WHN, New York, began operations on April 18 and during the following week some 30 programs were sent from WLW for rebroadcasting by the other stations, which obtain the benefit of WLW's best sustaining features and at the same time serve as showwindows for that station's talent and production facilities. So far the only program going the other way is WHN's *Swing Symphony Swing*, half-hour Sunday evening program which is fed westward from New York to Cincinnati.

Two sponsors have already begun making use of the Line, and a number of others are expected to begin shortly, according to Transamerican Broadcasting & Television Corp., sales representative of the hookup. St. Christopher's Inn, Catholic institution at Graymoor, N. Y., sponsors the *Ave Maria Hour*, from 5:30 to 6 p. m. on Sundays, on WLW and KQV. Drums Inc., Detroit, uses the 2:30-2:45 p. m. Thursday afternoon spot on WLW, WHN and the Colonial Network to advertise its cleanser, the program being placed through C. C. Winningham Inc., Detroit. A half-hour show, *For Men Only*, sponsored by Bristol-Myers Co., New York, in the interest of Vitalis hair tonic, will start a series of 26 weekly broadcasts on the network the latter part of May. Pedlar & Ryan Inc., N. Y., in charge of the Vitalis advertising, reports that the stations to be used have not definitely been decided.

Payne Reported Seeing "350%" Profit for Radio

IN ANOTHER speech on the subject of broadcasting, FCC Telegraph Commissioner George H. Payne is reported in the *New York Times* of April 25 as stating that the industry will probably show a profit of "350 per cent" this year. He addressed the conference of District 2 of the American College Publicity Association at Adelphi College, Garden City, L. I. Mr. Payne again was quoted as asserting that there was $40,000,000 invested in the broadcasting business and that its gross revenue last year was $107,000,000.

Although expressing the belief that there was a great opportunity for college men and women in broadcasting, Mr. Payne is quoted in the *Times* as saying:

"Unless broadcasting companies begin to pay attention to public criticism, they face a rough road ahead. In every other country of the world they do not permit advertising and they send cultural education over the air. In this country we allow the broadest liberty. Some broadcasts are pumping into private homes material about nostrums, foods that have not been demonstrated as beneficial and certain medicines that the people should never be urged to buy."

OREGON Mutual Life Insurance Co., Portland, has begun sponsorship in the *Newspaper of the Air* program heard from 1:30 to 2:30 p. m. daily except Sunday on KOIN and conducted by Art Kirkham.

Sports Sponsors Still Active Buying Schedules for Summer

Brown & Williamson Using Extensive Series, as General Mills and Others Expand Programs

BROWN & WILLIAMSON TOBACCO Corp., Louisville, sponsoring the broadcast of the Kentucky Derby on May 8 over a nationwide NBC Blue network hookup, the third year it has broadcast this race as an exclusive feature, has started an extensive series of sports broadcasts to continue during the coming summer season for its various cigarettes and pipe tobaccos, using 21 stations throughout the country.

Avalon Sponsorship

For Avalon cigarettes and Sir Walter Raleigh tobacco the company is sponsoring sports summaries by Hal Simonds on WFIL, Philadelphia, daily except Sunday, 6 to 6:15 p. m.; Jim Durfee on WBNS, Columbus, Monday, Wednesday, Friday and Saturday, 6:45 to 7 p. m.; Len Riley on WFBM, Indianapolis, weekdays, 9:15 to 9:30 p. m.; Bob Burdette on WRVA, Richmond, weekdays, 10 to 10:15 p. m.; Charley Nevada on WTMJ, Milwaukee, daily except Saturdays, 10:05 to 10:15 p. m.; Bob Cunningham and Hal Johnson, on KOIL, Omaha, and KFOR, Lincoln, weekdays, 9:30 to 9:45 p. m.; Halsey Hall in *Sports Oddities* on KSTP, St. Paul, weekdays, 9:30 to 9:40 p. m.; and Vic Hugh in re-enactments of out-of-town games of the St. Louis Cardinals and Browns on KMOX, St. Louis, daily except Saturday, 10 to 10:15 p. m.

Advertising Avalon cigarettes alone are sports summaries by Ralph Burgin on WSJS, Winston-Salem, daily except Sunday, 6:45 to 7 p. m., and Dalton Brady on WJDX, Jackson, Miss., Tuesday, Thursday and Saturday, 9:30-9:45 p. m. For Avalon cigarettes and Bugler tobacco is a series on WSB, Atlanta, daily except Sunday, 10:30-10:45 p. m., broadcast by five members of the sports staff of the *Atlanta Journal*: O. B. Keeler, Morgan Blake, Guy Butler, Ed Miles and Joe Camp. Stan Lomax broadcasts on WOR, Newark, Tuesday, Thursday and Saturday, 7 to 7:15 p. m., in the interest of Sir Walter Raleigh tobacco.

Viceroy filter-tipped cigarettes are given the commercials on the broadcasts of sports summaries by Frank Bull over eight Don Lee stations (KFRC, KHJ, KDB, KGB, KDON, KXO, KVOE and KGDM), Tuesday, Thursday and Saturday, 6:30 to 6:45 p. m. These sports broadcasts supplement the regular weekly broadcasts of the *Jack Pearl* programs for Raleigh and Kool cigarettes, on Fridays on 30 NBC-Blue stations, and at various times on 26 other stations by electrical transcriptions. Advertising for all Brown & Williamson products is handled by BBDO, New York.

NBC, incidentally, is giving Brown & Williamson a good send-off for its Derby broadcast with a special preliminary series of six sustaining programs during the preceding week. Clem McCarthy, veteran turf expert who will describe the running of the Derby for the sponsor, will be heard in four of these advance programs, setting the scene for the race; Charles Lyon, NBC announcer will interview jockeys and stable boys and depict the pre-Derby scene; and from London the twelfth Lord Derby will salute America's copy of the venerable English race event.

General Mills Buys

Expanding its already expansive summer schedule of afternoon broadcasts for its breakfast food, Wheaties, on which it is spending more than a million dollars for baseball broadcasts on some 80 stations [BROADCASTING, April 15], General Mills Inc., Minneapolis, has started a three-hour variety show, broadcast seven days a week from 2:30 to 5:30 p. m., on WMCA, New York. While featuring a 14-piece orchestra, with soloists and other artists, and including news broadcasts, movie reviews and interviews with movie stars and other celebrities, this series does not overlook the sports angle. Garnett Marks, who last year did daily baseball dramatizations on WMCA for General Mills, and King Lear, Texas sports announcer, give running comments on baseball scores throughout the afternoon, with scores being reported every half-inning. Bob Carter, the station's racing expert, gives racing results as they occur, and assists the other sports announcers in bringing news of sports of all sorts during the broadcasts.

Whenever possible arrangements are made to broadcast pickups from major sporting events. On the program's fourth broadcast several

(*Continued on page 84*)

A REAL EXPERT—Is Harry Heilman, ex-Detroit Tiger batting star, who has been added to the staff of the Michigan Network to broadcast all home and away games of the Tigers under sponsorship of White Star Refining Co., a division of Socony-Vacuum Oil Co. Heilman covered the Tiger training camp for the network preliminary to the season's opening.

Kellogg Promotes Baseball Schedule

Supplements Big Radio Series With Additional Media

By HAL TATE

PROMOTION of the Kellogg Co. (corn flakes) campaign in connection with the ball games they are sponsoring on seven stations (more to be added later) was begun April 19-20 when the cereal company bought full pages in all five Chicago dailies to announce their sponsorship of ball games over WJJD. Two colors were used in ads appearing in the *Tribune*, *American* and *Examiner* while black and white were used in the two dailies that do not have color—the *News* and *Times*.

The newspaper ads launched the beginning of a huge campaign that will continue throughout the summer. Billboards will be used extensively, too. A tie-up has been made with the Chicago playgrounds so that youngsters will be given instruction by baseball notables for 10 weeks. Beginning the week after school lets out, 16 playgrounds (two a week) will be visited by Lew Fonseca and other baseball stars. The 25 or 30 best "baseball boys" will be assembled every Saturday morning at Wrigley Field where individual instruction will be given them. At the end of eight weeks the best three or four teams will be chosen and will be given special coaching in preparation for the finals. The winning team will be awarded a "scholarship" to a baseball professional school.

Details of Promotion

Throughout the season, famous baseball personalities will work with John Harrington, regular WBBM announcer, who was "farmed out" to WJJD for the broadcasts of the games only. Joe E. Brown, the movie star, completed a week's work with Harrington on April 25th and the plans are to have him back later in the season for another three weeks. Mordecai (Three-Fingered Brown) is currently working with Harrington on the games and he will be followed by Walter Johnson, Johnny Evers, Joe Tinker, Tris Speaker and Lew Fonseca.

The Kellogg Co. went to great pains to promote the games in Chicago over WJJD. By broadcasting Cubs and Sox games direct from the training camps before the regular season opened, the cereal company got the "jump" on competing advertisers.

Promotional work is also now being planned in conjunction with the broadcasts in other cities. In addition to the WJJD broadcasts, Kellogg will solely sponsor games on KMOX, St. Louis; WEBR, Buffalo; KABC, San Antonio; KXYZ, Houston; WSGN, Birmingham and WWNC, Asheville, N. C. Kellogg's is now lining up more stations either for the broadcast of the games or for sports reviews. Negotiations are now on with WWJ, Detroit, for a quarter-hour baseball broadcast which will probably be aired six times weekly. N. W. Ayer and Son Inc., Philadelphia, has the Kellogg account.

WELCOME FOR JOE—A dozen representatives of the Kellogg Co. and N. W. Ayer & Son Inc., the agency handling their cereals, were present at a welcome luncheon given Joe E. Brown, famous movie comedian, first of the famous "guest announcers" who will work with John Harrington on the baseball broadcasts this summer over WJJD, Chicago. Those attending the luncheon which was held April 21 at the Drake Hotel, Chicago, were (left to right): William Caskey, account executive, N. W. Ayer; H. P. Sherman, sales manager, WJJD-WIND; E. H. Claypoole, radio account executive, N. W. Ayer; J. A. Briggs, assistant advertising mgr., Kellogg; Sterling E. Peacock, vice-president, N. W. Ayer and head of the agency's Chicago office; Wayne Ehle, manager Omaha branch, Kellogg; George Ander, Chicago manager, Kellogg; Joe E. Brown, honored guest; John Harrington, Kellogg's WJJD baseball announcer; Charles Baumgart, vice-president and general sales manager, Kellogg; C. A. Ruckman, Minneapolis manager, Kellogg; Burke Herrick, radio director, N. W. Ayer; William Draper, account executive, N. W. Ayer; Scott Runge, art director, N. W. Ayer, and Budd Mulloy, publicity director, N. W. Ayer.

Newspapers End Antagonism to Radio

Publishers and Editors Accept Medium as Established Institution; Press-Radio Bureau Is Continued

FINDING themselves on the defensive against legislative onslaughts upon newspaper ownership of broadcasting stations, publishers and editors of American newspapers went home from their annual conventions in latter April resolved for the most part to mend their own radio fences or to consolidate their working arrangements with the broadcasting industry.

Whereas at previous conventions of the American Newspaper Publishers Association and the American Society of Newspaper Editors, certain members have usually taken a decidedly antagonistic attitude toward radio, the ANPA convention in New York April 20-23 and the ASNE convention in Washington April 15-17 were noteworthy for their lack of critical outbursts against radio.

On the contrary, the subject of radio was conspicuous for its minor place on the agendas and in the open discussions—for the first time in a half dozen years—and when radio came up at all it was largely in corridor discussions, in off-the-record meetings and in reports that were remarkable for their acceptance of radio as an established institution and a hand-maiden of the press.

The ANPA agreed to go along with NBC and CBS for another year in the operation of the Press-Radio Bureau; the delegates raised no word openly against the sale of press association news to radio stations; the ASNE passed a resolution opposing movements now on foot to prohibit newspaper ownership of radio stations, and even the once critical Bureau of Advertising of the ANPA dismissed the subject of radio competition rather abruptly in its report with the mere statement that its analyses "have proved useful in pointing out how radio programs need the support of newspaper campaigns".

Editors Meet Roosevelt

Newspaper - radio ownership did not come up for floor discussion at the ASNE convention in Washington, but the editors devoted a large share of their off-the-record meeting with President Roosevelt the night of April 15 to a discussion of newspaper-radio relations.

What transpired at the White House, from which the first suggestions are supposed to have emanated for inquiry into the possibility of divorcing radio and newspapers, remains a confidential matter. However there is no secret of the fact that President Roosevelt raised the subject first, whereupon he was barraged with answers from editors whose newspapers do and do not own stations. The President merely listened.

The status of the still unwritten Wheeler measure, proposing such complete divorcement, can be described simply as "stymied" due to the Montana Senator's absorption in Supreme Court legislation. Now at odds with President Roosevelt on that issue, Senator Wheeler has indicated that he does not expect to have time during this session of Congress to get to the newspaper-radio bill. Whether such a bill, when finally drafted, will have administration support, is conjectural —especially in view of the antagonism now prevailing between President Roosevelt and Senator Wheeler.

Special Group Meeting

The ANPA convention closed with no action and no resolution on radio other than the acceptance of the report of its radio committee, headed by E. H. Harris, publisher of the *Richmond* (Ind.) *Palladium-Item*. The report was entirely non-controversial and became specific only on the subjects of foreign news propaganda, property rights in news, the Press-Radio Bureau, television and facsimile.

Only at an unscheduled off-the-record private meeting of about 120 publishers identified with radio stations was any open discussion held on the subject of radio and the press. At the invitation of George C. Willings, vice-president of the companies publishing the *Pensacola* (Fla.) *Journal* and *News* (operating WCOA), the *Jacksonville* (Fla.) *Journal* and several other newspapers, this group met for several hours April 20 to discuss the joint operation of newspapers and radio stations.

Mr. Willings declined to issue any statement regarding the meeting save that it was called at the time only because of the unusual opportunity of finding so many publishers together. He declared it had no connection whatever with the ANPA convention, a statement corroborated by Mr. Harris, chairman of the ANPA radio committee, who is not a broadcast operator and who said he knew nothing of the meeting.

It was learned by BROADCASTING, however, that the station-owning publishers were concerned chiefly with the ways and means of combatting the legislative threats. They were addressed by former Senator C. C. Dill, Washington counsel for WCOA, who was co-author of the original Radio Act of 1927 and the present Communications Act of 1934.

Senator Dill told the publishers that the pending divorcement proposal was serious and that, if it did not take definite form this session of Congress, it was certain to come up in a subsequent Congress. Painting a picture of the seriousness of the situation, he urged the publishers to clean their own houses, referring particularly to such practices as combination newspaper-radio rates and the unfair use of newspapers so far as advertisers and the public are concerned. This related primarily to the use of radio columns solely for the promotion of the paper's own station. Louis G. Caldwell, Washington counsel for WGN and other stations and first chief counsel of the old Federal Radio Commission, corroborated Mr. Dill's views and pointed out also the threat to freedom of speech inherent in restrictive legislation.

These talks provoked considerable discussion from the floor, including a statement by John D. Ewing, publisher of the *Shreveport* (La.) *Times* and operator of KWKH and KTBS, that the newspapers have made the mistake of not regarding broadcasting as a "sister business". Mr. Ewing also saw a threat to freedom of the press if freedom of the air is in any way abridged.

Agree Not to Organize

As a result of suggestions by several publishers, it was definitely agreed not to form any organization of newspaper stations either independently or as part of the ANPA. Mr. Willings was designated as chairman of a committee, to include two other members of his own selection, to keep the newspaper publishers informed of legislative developments and their significance. The publishers were also urged to keep in close touch with their Washington attorneys, and there was a suggestion that they get together again at the NAB convention in Chicago in June.

Two radio questions—*Has radio seriously impaired national advertising volume of newspapers?* and *Has a newspaper in a 25,000 town or less any chance of meeting operating expenses of a radio station without diverting much of its revenue from its own advertising department?*—were included in the printed list of 25 topics for discussion at the Small Dailies special meeting on April 20, but neither of

(*Continued on page 81*)

Newspapers in 209 Radio Stations

A RECAPITULATION of newspaper ownership of broadcasting stations since the 1937 Year Book Number of BROADCASTING was published discloses that, of the nearly 700 stations licensed or authorized for construction in the United States, newspaper interests are identified with 209. Of these, 25 represent minority interests and 8 represent purchase options still pending. In the remainder newspapers either are outright owners or have majority or equal ownership rights. Canada has 17 newspaper-controlled stations. The tabulation will be published with complete details in an early issue of BROADCASTING.

Growth of Radio's Influence Places Heavier Burden on Press, Says Bixby

AFTER hearing H. L. Mencken of the *Baltimore Sun* refer to the editorial page of today's newspapers as "the vestigial organ of the press", the American Society of Newspaper Editors, meeting in Washington April 16, were told by Edson K. Bixby, editor of the *Springfield* (Mo.) *News-Leader*, which is part-owner of KWTO and KGBX, that the growing influence of radio places a greater responsibility than ever upon the press.

The editors gathering discussed editorial influence for the first time in 15 years, obviously because radio proved itself so important in the last election campaign that they have become disturbed about their own status. Aside from informal discussions of radio, particularly the proposed Wheeler bill to divorce newspapers from radio ownership, the subject of radio was only, incidental however, in the convention's session.

Election Lessons

"Let us turn again," said Mr. Bixby, "to this most recent demonstration of the futility of newspaper editorials—the national election. I have been told that we for the first time met fully face to face this new competitive medium of public expression, this miracle of the age—the radio.

"Only twice before had it played any prominent part in national elections. No doubt the radio contributed greatly to Mr. Roosevelt's unprecedented majority. In its own manner it reacted against all that the editorials in the press had said. And again we ask ourselves a question and grope for a reply. Is the radio to become a dominant influence in our every day existence; is it—and not the press—the well to which the people shall go to satisfy their thirst for understanding; is its persuasive voice to become mightier than the pen?

"The press, if it be honest, has only logic and common sense upon which to predicate its appeal. Failing in that, it fails utterly. The radio opens the door to showmanship. The demagogue may become a more successful charlatan. The sage, knowing nothing of oratory or pretense, becomes a dolt before the microphone. When, a few years back, they opposed each other in the bustings, the radio made a bum of Alfred Smith, one of the most colorful politicians of his time—and it gave to Herbert Hoover, who looked down his nose, the gift of eloquence. During this latest campaign of ours, it presented a contrast that was pitiful, tragic and unfair—a contrast that did much to create the tidal wave that swept all before it.

"Yet what did it prove? That one man was more capable of managing the affairs of the greatest business in the world? Only, that one man possessed a melodious voice, and the other did not; that one man had been schooled a lifetime in the psychology of mass appeal, and the other knew nothing of it. We would be worse than chumps if we denied the efficacy of the radio; if we, stolidly sitting like King Canute, forbade the tide to keep coming in. It will, even more in the future than today, exert a mighty influence on our daily existence; it will fan heated political discussions and excite prejudices; often it shall lead the mob, turn black to white, and mislead and deceive—but it will contribute little, if anything, to thought that is fundamentally sound. And if that be true, a responsibility greater than we ever knew before is put upon the press."

Four Labor Unions Competing To Organize Radio Personnel

NBC Production Men Get 5-day Week; CBS Meets With Workers; Views of Labor Officials

CAUGHT between the organizing efforts of at least four labor groups, in addition to company union movements, broadcasting network headquarters in New York and the executive offices of various radio stations were slowly but surely being engulfed during the last fortnight in the labor movement which was stimulated by the recent decision of the U. S. Supreme Court upholding the Wagner Act.

None of the organized labor groups—American Radio Telegraphists Association (CIO), International Brotherhood of Electrical Workers (A. F. of L.), Actors Equity Association (A. F. of L.) or Newspaper Guild (claimed by both A. F. of L. and CIO)—seems to have gained any strong foothold in the broadcasting industry at large, but several of them are trying to do so. Rivalry among themselves, coupled with varying aims as to the type of radio workers they want to organize, augured the possibility of considerable difficulty ahead for broadcasting.

CBS is still continuing its negotiations with the American Guild of Radio Announcers and Producers [BROADCASTING, April 15] as this is written, with an amicable agreement as to hours and wages in sight and with no apparent purpose on the part of that independent organization to affiliate itself with CIO, A. F. of L. or any other labor group.

NBC's Five-Day Week

Lenox R. Lohr, NBC president, on April 27 announced that all its announcers, production men and sound effects men will go on a five-day week at the earliest moment convenient to all concerned, both at network headquarters in New York at its branch keys and at its owned and operated stations.

A threatened walkout of engineers of WHN, New York, on April 23 was averted when a temporary agreement for three weeks was signed with the American Radio Telegraphists Association, pending the return on May 15 of Manager Louis K. Sidney from Hollywood where he is attending a meeting of Metro-Goldwyn-Mayer executives. However, WNEW engineers, effective Aug. 1, will go to a 40-hour week, following the example of both the major networks, but no union is involved. WNEW Chief Engineer Max Weiner said he will thus need a half-dozen more operators. WHOM and WBNX are already on a 40-hour week.

Both NBC and CBS have agreed to place their engineers on a 40-hour week within the last month, and no perceptible movement for their affiliation with either ARTA or IBEW is discernible as yet. The 40-hour week order covering production men, announcers and sound effects men at NBC does not affect other employes since they are on a 5½-day week but work only 38 hours. Because producers and announcers work on such varied schedules, the 40-hour week will be invoked as quickly as individual schedules permit, and at the 15 owned and operated stations adjustments will be left to the discretion of local executives.

The series of conferences between committees representing CBS and the American Guild of Radio Announcers and Producers, independent intra-company organization started by the announcing-production personnel of CBS in New York and to date limited to this group, has resulted in wage and hour concessions for New York workers, according to Roy S. Langham, its president and head of its committee, which also includes Carl Shellinger and William Perry.

These concessions are still the subject of negotiations with the CBS committee comprising Mefford R. Runyon, Lawrence Lowman and Douglas Coulter. Announcer Kenneth Roberts has been named an alternate member of the employe committee to take the place of Perry if negotiations are not completed by May 14 when Perry sails for Peru on an assignment to cover the eclipse. The AGRAP has indicated it may take in all of the 10 owned and operated stations of CBS later.

The 40-hour week for similar workers at NBC was put into effect, said President Lohr, because "we feel that the benefit to be derived from two full days of relaxation each week will immeasurably increase the efficiency of these men and through them the efficiency of NBC in its service to the public and its clients."

Harold H. Katan, radio organizer for the ARTA, told BROADCASTING that no strike was called at WHN, but that on April 24 a temporary agreement for three weeks was signed with the company, which has agreed at that time to negotiate with the union a contract to cover wages, hours, working conditions and seniority rights. Mr. Katan stated that the ARTA is asking for a 40-hour, five-day week for the technical employes of WHN, the establishment and enforcement of seniority rights and a closed shop.

WOR, Newark, announced April 29 that the entire personnel would go on a 40-hour week as soon as regular schedules can be arranged and additional personnel trained, according to an announcement by President Alfred J. McCosker. The station had an agreement with its Association of Technical Employes running until 1938 for a 48-hour week, now automatically cut down to 40 hours. The new ruling affects announcers and production men, who also have been on a 48-hour week. General office employes have been working 40 hours for several years.

At the national headquarters of the International Brotherhood of Electrical Workers in Washington, it was stated that broadcasting technicians have their own IBEW charters in Birmingham, Atlanta and Albuquerque.

The technicians are organized under IBEW charters also covering other types of electrical workers in New York, St. Louis, Cleveland, Detroit, San Antonio, Rochester, Chicago, Rockford, Ill., Fort Wayne, Ind., and Fond du Lac, Wis. This arrangement is due to the fact that the number of broadcast technicians is small. They have separate divisions in the local unions, however.

Asked if IBEW is interested in organizing announcers, production men and other non-electrical employes in the broadcasting industry, it was stated that these classifications have not been organized because there has been "so little demand for organization".

Back in NRA days, IBEW filed with the broadcasting code authority figures showing that 702 broadcast technicians were members of the brotherhood.

At present, it was explained, IBEW is active in organizing broadcasting employes in all regions, the campaign being described as continuous. Its organizational efforts began some eight years ago.

The IBEW slogan is "Where electricity goes, so goes the union", and the organization takes the view that radio technicians belong to the electrical industry and therefore qualify for IBEW membership.

Practically no effort has been made by the American Newspaper Guild to seek members from the ranks of radio, according to information received from the Guild headquarters in New York. Radio news editors and commentators are eligible for Guild membership, it was said, and a number of these men have become members, but most of them are also newspaper writers and are classified on the Guild's records through their newspaper connections. Morgan Hull, Guild organizer, told BROADCASTING that the average city has one or two radio newsmen to 75 or 100 newspapermen and that the Guild has naturally concentrated on the bigger field. Members of station publicity departments are not eligible for Guild membership, Hull said.

These statements were borne out at the Newspaper Guild of New York, where it was said that the writers and editors of the *March of Time* programs were all Guild members, but that they were classified as staff members of *Time* magazine rather than as radio workers. Similarly the UP radio editors who belong to the Guild are identified with the press association. Here too it was said that while there are many members from the field of radio who had come into the Guild, little attempt had been made to organize the radio men.

An entirely different viewpoint of radio as a field for unionization was found at the headquarters of

(*Continued on page 76*)

Tim Goodman Quits WKRC

RESIGNATION of Timothy S. Goodman, for more than two years manager of WKRC, CBS owned station in Cincinnati, and appointment of John McCormick, assistant manager, as his successor was announced April 28. Mr. Goodman had been manager of the CBS station since November, 1934, at which time he succeeded Eugene Mittendorf. He tendered his resignation last year, it was announced, to devote his entire time to personal matters but remained at the request of CBS executives to complete construction of new studios and transmitter. Mr. McCormick has been associated with WKRC since September, 1934, and prior to that was program manager of WINS in New York. He has been in radio for eight years.

Latham Urges Use of Station Talent, Transcriptions in National Spot Field

"TO MAKE the best use of spot broadcasting you've got to get out in the field and learn about the stations first hand," Jack Latham, in charge of spot broadcasting for Young & Rubicam Inc., told members of the New York Advertising Club in a talk before its advertising and marketing forum April 23. "Find out how the stations handle their present accounts, how they promote themselves, what listeners in their own towns really think of them.

"Don't be fooled by power and frequency," he continued. "Sometimes a low-powered station will be so stimulated by its higher-powered competitor that it will actually be a better buy for the advertiser."

Describing generally the field of spot broadcasting Mr. Latham enumerated the advantages of this type of advertising as its low cost, enabling the small advertiser to use radio; its flexibility, permitting the advertiser to choose his markets, stations and time of broadcasting to exactly fit his needs and allowing him to localize his commercial copy; and the fact that he need not buy a minimum of 13 weeks as he must when dealing with the networks. On the other side of the picture, he said that it is hard to find big-name talent locally and if found, it is generally too expensive for use on one or a few stations, that a part of the responsibility for handling and producing the programs must be left to the station, and that network commitments often force spot advertisers to lose their scheduled time.

Of the three methods of building spot programs, Mr. Latham advocated the use of local talent if only a few stations are involved, the use of recordings dubbed from library services for short, inexpensive campaigns, and the use of tailor-made transcriptions if the station list is long enough to warrant the expense. "Don't be afraid of the quality of transcriptions," he said. "Modern transcriptions are of better quality than most stations can transmit or our ears take in."

Illustrating his point that good local talent can often be found and bought at extremely low prices if one has the patience to look for it, Mr. Latham played recordings of three programs he recently purchased for Gulf Oil. At WRVA, Richmond, he secured a hill-billy combination of eight people that has been used by the company owning the station to sell its own product (Edgeworth tobacco) for two broadcasts a week for $50 weekly. At WGST, Atlanta, a hill-billy trio that has been selling Frigidaires for two years was bought for $30 a week, and at WSM, Nashville, he was able to buy a hot band and soloist that has been selling 2,500 flatirons a week to listeners who mailed their money in to the sponsor. He concluded his talk by playing a WBS demonstration record showing how a program can be put together from library selections.

Convention to Elect Board Majority

Presidential Candidates Mentioned; Burning Topics Listed

A MAJORITY of the NAB board of directors will be elected at the forthcoming convention of the trade association at the Sherman Hotel, Chicago, June 20-23, by virtue of developments within the last fortnight. Ten of the 19 board members, including the four officers, complete their tenures.

The untimely death of W. Wright Gedge, general manager of WMBC, Detroit, on April 15, will necessitate filling his unexpired term of one year. A complication in connection with the election last year of Frank M. Russell, NBC Washington vice-president, for a two-year unexpired term also has developed, according to James W. Baldwin, NAB managing director, who has ascertained that the term should have been for only one year.

Other board members whose terms expire with the convention are President C. W. Myers, KOIN-KALE, Portland, Ore.; first vice-president, John Elmer, WCBM, Baltimore; second vice-president, Gardner Cowles Jr., KSO-KRNT, Des Moines; treasurer, Harold Hough, WBAP, Fort Worth; Harry C. Butcher, CBS Washington, vice-president; John J. Gillin Jr., WOW, Omaha; Alfred J. McCosker, WOR, Newark; Gordon Persons, WSFA, Montgomery, Ala.

Procedural Slip

Mr. Russell, according to Managing Director Baldwin, was elected last year to fill the unexpired term of Mr. Cowles, who had been elected a vice-president. The preceding year Mr. Cowles had been elected by the board of directors, rather than by the membership, because of a freak situation in the balloting. Mr. Baldwin pointed out that two years ago Mr. Cowles should have been named for a one-year term only, rather than for three years, and that to correct the parliamentary error, Mr. Russell must stand for reelection.

All of the six directorships which must be filled at the convention will be for three-year terms, with the exception of the unexpired one-year trem of Mr. Gedge.

Already there has been conversation about presidential possibilities for the ensuing year. All four of the present officers, including President Myers, are among those mentioned. Whether Mr. Myers will permit himself to become a candidate for reelection is problematical. The last president to serve two terms was Mr. McCosker, who was elected in 1933 and again in 1934.

There has been some conversation about elevating the first vice-president to president, as done in many other organizations, and of moving other officers up a notch. If that procedure is adopted, Mr. Elmer, a leader among the local independents, would succeed to the presidency. He is a former newspaper publisher and has had a wide newspaper and advertising background.

Mr. Cowles, brilliant young editor and publisher of Iowa, is the second vice-president and has strong backing for election to the presidency. The directing head of three Iowa stations, he recently successfully launched the picture magazine *Look*. Treasurer Harold Hough is an executive of the *Fort Worth Star-Telegram*, and as such is the manager of WBAP. In his own right, however, he is the owner of KTOK, Oklahoma City local.

Also regarded as presidential timber are Edwin Craig, vice-president of the National Life & Accident Insurance Co., operating WSM, Nashville, who last year was an absentee nominee for the presidency; Arthur B. Church, president of KMBC, Kansas City, for nearly a decade active in NAB affairs, and the man who directed the campaign at the last convention for Mr. Myers' election; and Joseph O. Maland, vice-president of WHO, Des Moines, and a member of the NAB board.

Preliminary plans for the convention, to headquarter at the Sherman hotel, are being devised by Managing Director Baldwin. The program, along general lines, will follow that of previous conventions, beginning with the Golf Tournament for the BROADCASTING Magazine Trophy on Sunday, June 20, and closing on Wednesday after three business days. The principal speaker more than likely will be a member of the FCC Broadcast Division.

The agenda, as in years past, is destined to center around copyright as the burning issue, with legislative efforts to check the onslaughts of copyright to receive serious discussion. The NAB public domain library, now being recorded under Mr. Baldwin's direction, also is expected to occasion primary consideration.

On the business side, the activities of the Joint Committee on Radio Research will be surveyed with a view toward hastening the creation of a radio audit bureau cooperatively operated by broadcasters, advertisers and agencies through their respective trade associations. The moot question of station break spot announcements, left with the NAB by William R. Stuhler, radio director of Young & Rubicam Inc., is certain to crop up. A third issue is that raised by WBNX, New York, advocating establishment of a radio title clearing house, to guard against duplication of program titles.

Resignations of Members

Active membership totals approximately 400—equivalent to the total during the last two years. Since the last Convention, however, a dozen stations have resigned for various reasons. Among the latest to tender their resignations are KFRC, San Francisco; KGB, San Diego and KDB, Santa Barbara, stations of the Don Lee Network. KHJ, Los Angeles, key station of the network, however, has retained its membership. Four stations of the Yankee Network including WNAC, Boston, WEAN, Providence and WICC, Bridgeport, have also resigned, but WAAB, Boston, has remained in the NAB. Other resignations include WMCA, New York; WHN, New York; WGST, Atlanta; WCAU, Philadelphia; WSYR, Syracuse.

W. Wright Gedge

HIS colleagues in the broadcasting and advertising fields joined last month in mourning the death April 15, following a sudden attack of pneumonia, of W. Wright Gedge, general manager of WMBC, Detroit, a director of the NAB and a leader in Detroit civic affairs. Mr. Gedge had been ill at his home in Grosse Pointe since April 7, the day he was scheduled to attend an NAB board meeting. He had informed James W. Baldwin, NAB managing director, that he would attend the meeting in Washington, but later reported he could not come due to what he believed was a cold.

Mr. Gedge would have been 54 next July 23. A native of Covington, Ky., he was educated in the local schools there before becoming sales manager of Stearns & Foster Co., Cincinnati. While not one of the owners of WMBC, he was secretary of the operating company. He was also vice-president of E. J. Hunt & Co. and a director of Williams & Gedge Co., insurance and real estate concerns. He was an honorary member of the Veterans of Foreign Wars.

It was under Mr. Gedge's tutelage that Jerry Buckley, who was murdered as a result of his provocative political broadcasts, rose to fame as a radio commentator. Mr. Gedge played a leading role in the attempts to solve the mystery surrounding the killing. Himself a commentator on the air, Mr. Gedge frequently took a leading part in civic crusades.

He is survived by his wife, Edith Walker King Gedge; two sons, W. Wright Jr. and Charles, and a daughter, Adelaide. Funeral services were held in Detroit, April 17 and the body was taken to Cincinnati for burial.

WYTHE WALKER and Rex Schepp, both listed as being in the commercial department of WBBM, Chicago, are coapplicants with Thomas Airth, civic leader of Evanston, Ill., for a new 100-watt station on 1500 kc. in that city.

Changes Pondered In Food-Drug Bill

House Group Works on Plan; Connery Measure Delayed

A HOUSE Interstate & Foreign Commerce subcommittee considered the Senate-approved Copeland Food and Drug Bill (S-5) during the last fortnight but failed to take any definite action. Several amendments are before the subcommittee, which is headed by Rep. Chapman (D-Ky.), himself the author of a bill to amend the Food and Drug Act, and place more stringent provisions around sale and advertising of foods, drugs and cosmetics.

House consideration of the Copeland Bill was complicated by the sharp differences between that measure and the so-called Federal Trade Commission Bill (HR-3143) introduced by Rep. Lea (D-Cal.) and already approved by a subcommittee of the House Interstate and Foreign Commerce Committee. Rep. Lea's bill would give to the Trade Commission certain jurisdictional powers over advertising which the Copeland Bill would place in the hands of the Department of Agriculture.

Predicts Changes

He was confident his measure would be approved soon by the full Committee of which he is chairman and then by the House, and that a new food and drug measure, when finally brought before the House for a vote, would differ materially from the Copeland proposal.

A second measure to amend the Federal Trade Act (S-1077), authored by Senator Wheeler (D-Mont.) and passed by the Senate, likewise was before the House Interstate Commerce Committee. It has not yet been considered by that Committee, but the opinion is that its major features will be incorporated in the Lea Bill when that is finally reported to the House.

Meanwhile, the House Rules Committee again delayed action on the resolution of Rep. Connery (HRes-97) for an investigation of alleged radio monopolies. Rep. Wiggleworth (R-Mass.) joined Connery in urging the probe, but there action stopped. The last word from Chairman O'Connor of the Rules Committee was that he had no idea when the resolution would be brought to a committee vote and that additional data might be submitted. He did not say from what source those data were expected.

Steed Managing WMBC

HOWARD M. (Hy) STEED late in April was appointed general manager of WMBC, Detroit, operated by the Michigan Broadcasting Co., to succeed the late W. Wright Gedge. Mr. Steed has been with WMBC about seven years. He started in his connection with the station as leader of the house orchestra, Hy Steed and his Commodores. In 1931 he was named musical director, and in 1932 studio manager. Assisting him will be William Jory, who has been appointed assistant general manager and program director. Mr. Jory will continue his newscasting over two programs, a general program in the morning, and a sports round-up at dinner time.

Hitching Novice Talent to Ranking Stars

By JOSEPH L. SAPHIER
Radio Productions, New York

With the Name Market Running Dry, Agencies Advised To Team Lesser-Known Performers and Leading Artists

NAMES make news and, in addition, radio programs. Unhappily there aren't enough big names to go around at prices that stations and sponsors can afford to pay. From far points of the country the talent situation and what to do about it is discussed by a radio producer and the head of a network. They take different slants at the subject. Mr. Saphier has some ideas on how to create new names. Mr. Weiss tells how to put on good programs without sending sponsors into bankruptcy. The public is showing more interest in new stars, he says.

THE most serious problem confronting the sponsors and producers of radio programs today is the supply, or rather the lack of supply, of name talent. While this statement may sound a little like overemphasis, the problem is much more serious and far reaching than most people realize. Unless radio is able to find or develop new personalities to replace today's headliners, radio will cease to be an important advertising medium. When the Jack Bennys and the Fred Allens fade, as eventually they must, who will take their places? Second rate substitutes will not do. The present standard of entertainment must not slip or radio will soon lose its audience.

This problem vitally affects advertising agencies, yet they are doing little to find a remedy. They are working with the lack of foresight of the lumber companies that chopped down frontier forests without replanting—a fact that is largely responsible for the present day floods.

The current importance of Hollywood in radio is largely due to the need for name talent to hypo slipping Crossley ratings. Hollywood, however, can bring only temporary relief. The supply of picture people who can be used successfully on the air will soon be swallowed up and the problem will then be more serious than ever.

Not an Accident

The development of name talent is never accidental, nor is its rise ever as meteoric as the general public believes. Every top-notch performer has served a long period of apprenticeship during which he has gained poise, confidence and a sound knowledge of audience reactions. In the old days small-time vaudeville provided the means for this apprenticeship. In the earlier days of radio the networks offered the opportunity for a performer to build a name. There was choice evening time available and attractions like Bing Crosby, Kate Smith, etc. were built for radio by radio. Now, with the sale of time at a peak, the networks can no longer provide this opportunity.

After Hollywood has been milked dry, where will sponsors turn for names? They can't go to vaudeville because it isn't there. They can't expect the broadcasting companies to develop name talent because they have not enough important sustaining time left to properly exploit a performer. From where, then, will tomorrow's radio headliners come?

The only solution is the development of talent by agencies themselves. They should take advantage of the tremendous audiences enjoyed by their more important programs to bring forth and exploit promising young performers. Hitch your novice to a star—it is the same principle that is employed in the picture colony. MGM played three new girls opposite William Powell in three successive pictures, and in short order made stars out of two of them—Luise Rainer and Myrna Loy. This has been tried to a very limited extent in radio, but it has never been particularly well done.

Take the case of John Doe (we'll call him Doe because, after all, I'll still in the business of selling talent to advertising agencies). Comparatively unknown a year ago, he was placed on a program with one of radio's front name comics. Today John Doe is one of the top five ranking singers in the country. But then, having developed an important radio personality, the advertising agency does not take the proper advantage of it. They have offered him $1,000 a program to appear with the same comedian next year, but Doe wants more (pun successfully avoided).

Now as a matter of fact, this comedian doesn't need John Doe or anyone else at $1,000. His Crossley rating will be just as high without the singer. Why not use Doe on another of that same agency's programs—one that needs a little building up—and take advantage of the following Mr. Doe has gained? Then take another unknown, Richard Roe, price $200, and build him up on the comedian's program. That's intelligent building; take advantage of John Doe's newly acquired following where it will do some good, where it is really needed; and use the comic to make a new star of Richard Roe.

It's fairly obvious how quickly competent performers can be developed into important personalities if they are carried along with the momentum of a front-rank radio program. Suppose, for example, a girl singer, with talent of course, had been on the Fred Allen program for the last two years. Does any one doubt that by this time she would be an important name attraction of greatly increased value to both the sponsor and the advertising agency?

This same principle can and must be applied to other programs if radio is to survive as an important advertising medium. Take young, undeveloped talent—there's plenty of it around—and lift it into prominence on the wings of your already successful shows.

Name attractions have been and always will be the backbone of the amusement business. With the supply of names dwindling rapidly, radio will not much longer be able to look to other fields for its headliners, but must turn to itself, and out of the raw material of today's parlor entertainers manufacture the box office draws of tomorrow.

Developing the Little-Known Artist

Public Shows Growing Interest in New Personalities

By LEWIS ALLEN WEISS
General Manager, Don Lee Broadcasting System

THE romance and glamour of Hollywood has been successfully mixed into recipes for broadcast productions for some time. The "Made in Hollywood" label has often been nearly enough to get a new program over with the radio audience, although of course it had to "hit the ball" in the line of talent, program ideas and production, too.

Nowadays, although big names in radio help to put an air production across in a large sized way, there is an obviously growing tendency on the part of fans to sort of have a part in developing talent. While the audience does not think any less of star radio talent, it is growing much more interested in artists who have possibilities.

A brief survey of current fan mail attests to this: More and more fans are writing in to stations to say that so-and-so is really good and ought to get a better break. Or such-and-such a person is worthy of more time on the air. Then, when today's diamonds in the rough become tomorrow's stars, Mr. and Mrs. Public can lean back in the armchair, listen to a program and say, "Well, I knew all along they'd make the grade."

The public has become tremendously "participating conscious" these past few months. They like to take part in radio contests, vote in amateur productions of musicians or actors, warble in community sings, become a part of a spelling bee and quizzes and other programs of this type. The audience is showing a normal and healthy interest in humble personalities who capture their imagination.

They still listen, of course, to big star names and read in fan journals all about their home lives, their retinue of servants, town and country houses, immense wardrobes and pet philanthropies. But they are vastly more interested in Joe Doakes, who has been having a tough time of it, what with lots of youngsters in the family, an overdue mortgage on the old homestead and various other vicissitudes of human nature.

MR. WEISS

Production Perfection

Radio programs long ago became practically letter-perfect so far as production and performance are concerned. Along with this phase, many people on the air become sort of standardized and mechanical. That, I think, is one of the many reasons why today we have this fan movement wherein Mr. and Mrs. Listener have again started to write in to stations and, what is more they are not trite applause cards, but genuinely sincere missives telling of individual likes and dislikes about people of either realm.

Out on the West Coast, and California in particular, radio has become more of a two or three receivers to a family proposition than in the East. Besides the average metropolitan homes, most of the people have a radio set in their automobile as well as in their weekend retreat in the mountains, seashore or desert. The motor, camp and house boat, 1937 variety, are also completely equipped for radio. Current fan mail truly represents a complete cross section of the public.

What does all this mean to the program sponsor?

It means that many firms which have kept off the air because of the expense of big name programs can afford to sponsor broadcasts that do not spend all of the funds for stars.

Sponsors can now secure a good merchandising program, full of entertainment, without putting a mortgage on the shop or factory. And, what is more, they have enough money left to follow some logical type of promotional aid to guide the fan to the point of sale.

THOMAS LEE Artists Service, subsidiary of Don Lee Broadcasting System, has moved to the Equitable Bldg. in Hollywood and will extend its service to include screen and stage talent, according to Thomas S. Lee, head of both organizations. Robert Braun continues as manager.

"ALEX STRUCK HIM OUT"
Another page from the 12-year record of public service that has made WHO a vital factor in the life of the midwest.

You may recall the tension of that moment —a new high in World Series thrills.

The date is October 10, 1926. In the seventh inning of the deciding game, the Cards lead the Yankees, 3 to 2. But the Yankee artillery — headed by Ruth, Meusel and Gehrig — loads the bases with two out, and drives Jess Haines from the mound.

In comes Alex the Great. The veteran has already done more than his share by pitching two previous victories. At the plate is Tony Lazzeri—always dangerous, doubly dangerous in a pinch.

What a spot! Millions of listeners edge closer to the loud speaker:

"Ball one. A strike—called. Strike two, he swung at it. Ball two. STRIKE THREE—ALEX STRUCK HIM OUT!"

In a few more moments, the 1926 Series is history. The Cards have their first championship. Throughout Iowa, listeners relax, smiling. Most of them are happy that the Cards have won. What's more, they're happy to have had, for the first time, the thrill of sitting-in on a World Series—thanks to Station WHO.

* * * * * *

As one of the first stations to carry them, WHO helped in making sport broadcasts an established radio feature.

In the years since that history-making Series, WHO has developed an outstanding service in sports' broadcasting. Major-league baseball play-by-play—Big Ten football direct from the field—up-to-the-minute scores —daily sports' reviews—each has its place in the well-rounded sport-service which Iowans and their neighbors enjoy from WHO.

For with sports—as with politics, music, drama, news—WHO has consistently keyed its program-service to the needs and desires of midwest listeners. Thus it has become an integral part in the daily lives of the five million people within easy range of its 50 KW transmitter.

WHO
Des Moines
FULL TIME
CLEARED CHANNEL
50,000 Watts

CENTRAL BROADCASTING COMPANY, DES MOINES
J. O. MALAND, MANAGER PHONE 3-7147

National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco

AMERICAN CITIES OBSERVING DAYLIGHT SAVING TIME

DAYLIGHT saving time is being observed this year by many cities, the period generally extending from 2 a. m. April 25 to 2 a. m. Sept. 26. A list of cities observing daylight time during the current summer, as compiled from questionnaires by the Merchant's Association of New York, is presented on this page.

NEW YORK

Accord
Albany
Alden
Altamont
Amenia
Amityville
Amsterdam
Angola
Ashaokan
Athol Springs
Ardsley
Athens
Babylon
Baldwin
Bailston Spa
Bay Shore
Bayville
Beacon
Bedford
Bellmore
Bellport
Berlin
Big Moose
Bloomingburg
Blue Point
Bolton
Bowmansville
Brainard
Brewster
Briarcliff Manor
Bronxville
Brooklyn
Buffalo
Burnside
Burt
Buskirk
Cairo
Campbell Hall
Cambridge
Canajoharie
Castleton-on-Hudson
Catskill
Cedarhurst
Center Moriches
Centerport
Chappaqua
Chautauqua (a)
Chatham
Chestertown
Clarence
Clark Mills
Claverack
Clinton
Coeymans
Cohoes
Cold Spring Harbor
Commack
Congers
Copake
Corinth
Cornwall
Cottekill
Crayville
Crystal Run
Croton-on-Hudson
Delmar
Depew
Derby
Dobbs Ferry
Dolgeville
Dover Plains
Eagle Bridge
East Aurora
East Clarence
East Greenbush
East Hampton
East Northport
Elizabethtown
Ellenville
Elmsford
Esopus
Fair Oaks
Farmingdale
Far Rockaway
Ferndale
Firthcliffe
Fleischmann's
Floral Park
Flushing
Fonda
Forest Hills
Fort Edward
Fort Plain
Fort Salonga
Frankfort
Franklin Springs
Freeport
Garden City
Gardiner
Gasport
Ghent
Glen, The
Glen Cove
Glens Falls
Gloversville
Goshen
Gowanda
Granville
Great Neck
Greendale
Green Island
Greenlawn
Greenport
Greenwich
Hadley
Haines Falls
Hamptonburgh
Harmon
Harrison
Hartsdale
Hastings-on-Hudson
Haverstraw
Hawthorne
Hempstead
Herkimer
Hewlett
Highland
Highland Falls
Hillsdale
Hollis
Hoosick
Hoosick Falls
Hudson
Hudson Falls
Hunter
Huntington
Hurley
Hyde Park
Ilion
Irvington
Islip
Jamaica
Jamestown (b)
Jericho
Johnsonville
Johnstown
Katonah
Kerhonkson
Kingston
Kyserike
Lake George
Lake Mahopac
Lake Placid (c)
Lake View
Lancaster
Larchmont
Lawrence
Liberty
Lindenhurst
Little Falls
Lloyd Harbor
Lockport
Long Beach
Locust Valley
Long Island City
Luzon
Lynbrook
Lyon Mountain
Malone
Malverne
Mamaroneck
Manhasset
Marcy
Massapequa
Mechanicville
Mellenville
Melrose
Merrick
Middletown
Middleville
Millbrooke
Mellerton
Mineola
Mohawk
Monroe
Monticello
Montrose
Mount Kisco
Mount Vernon
Mountain Dale
Napanoch
Nassau
Newburgh
New Hartford
New Lebanon
New Paltz
Newton Hook
New Rochelle
New York
Niagara Falls
Niverville
Northport
North Tonawanda
Northville
Nyack
Ogdensburg
Oriskany
Ossining
Oyster Bay
Palatine Bridge
Parksville
Patchogue
Pawling
Peekskill
Pelham
Pelham Manor
Petersburg Junction
Phillipsport
Philmont
Phoenicia
Piermont
Pine Hill
Plandome
Plattsburgh
Pleasantville
Point O'Woods
Port Chester
Port Jefferson
Port Jervis
Port Washington
Poughkeepsie
Pulvers
Purchase
Queens Village
Quogue
Ravena
Rensselaer
Rhinebeck
Rhinecliff
Richmond Hill
Riverhead
Riverside
Rockville Center
Rome
Roosevelt
Roscoe
Rosendale
Roslyn
Round Lake
Rye
Sag Harbor
St. Johnsville
St. Josephs
Saranac Lake
Saratoga Springs
Saugerties
Sayville
Scarborough
Scarsdale
Schenectady
Schroon Lake
Schuylerville
Sea Cliff
Seaford
Selkirk
Shandaken
Slingerlands
Smithtown
Southampton
Southhold
Springfield Gardens
Spring Glen
Spring Valley
Staatsburg
Standish
Stuyvesant
Suffern
Summitville
Syosset
Tannersville
Tarrytown
Tivoli
Tonawanda
Troy
Tuckahoe
Tuxedo
Utica
Valhalla
Valley Falls
Valley Stream
Van Hoesen
Voorheesville
Walden
Wallkill
Walloomsac
Wantagh
Wappingers Falls
Warrensburg
Warwick
Wassaic
Watertown
Watervliet
Wawarsing
Wemple
Wende
West Athens
Westbury
West Hampton
West Hurley
Westmoreland
West Point
West Waterford
Whitehall
White Plains
Whitesboro
Williamsville
Wingdale
Winterton
Woodbury
Woodhaven
Woodmere
Woodridge
Woodstock
Wurtsboro
Yonkers

In Rochester, where a referendum resulted in a small majority in favor of standard time, many industrial concerns alter their schedules so as to give employees the benefits of Daylight Saving.

(a) From June 21 to Sept. 30.
(b) From June 6 to Sept. 5.
(c) From June 13 to Sept. 26.

NEW JERSEY

Every city, town and village in the State observes Daylight Saving.

PENNSYLVANIA

Aliquippa
Allentown
Ambler
Ambridge
Analomink
Atglen
Bangor
Bath
Beaver
Beaver Falls
Bethlehem
Birdsboro
Braddock
Bristol
Carnegie
Catasauqua
Chester
Christiana
Coatesville
Conshohocken
Coraopolis
Cresco
Danielsville
Delaware Water Gap
Downingtown
Doylestown
Dravosburg
Easton
East Pittsburgh
Eddystone
Elizabeth
Erie
Fallstown
Gap
Glen Loch
Hamburg
Henryville
Homestead
Jenkintown
Johnstown
Kittaning
Lancaster
Langhorne
Lansdale
Malvern
Marcus Hook
McKeesport
McKee's Rocks
Media
Monaca
Mount Pocono
Mountville
Nazareth
New Brighton
New Hope
Newtown
Norristown
Northampton
Palmerton
Paoli
Parkesburg
Pen Argyle
Philadelphia
Phoenixville
Pittsburgh
Pocono Summit
Pomeroy
Pottstown
Quakertown
Reading
Rochester
Royersford
Schwenksville
Sewickley
Slatington
Spring City
Stockertown
Stroudsburg
Swarthmore
Tarentum
Thorndale
Trainer
Wayne
Wernersville
West Chester
West Pittsburgh
West Willow
Whitford
Wilkinsburg
Wind Gap

DELAWARE

Daylight Saving observed in cities, towns and villages.

CONNECTICUT

Every city, town and village in the State observes Daylight Saving.

MASSACHUSETTS

Observance required by State law.

MAINE

Auburn
Augusta
Bangor
Bar Harbor
Bath
Biddeford
Bingham
Bowdoinham
Brunswick
Buckfield
Bucksport
Calais
Canton
Clinton
Cumberland Mills
Danville Junction
Deering Junction
Dexter
Dixfield
East Newport
Eastport
Ellsworth
Fairfield
Farmington
Freeport
Gardiner
Hallowell
Hermon Pond
Kennebunk
Lewiston
Lincoln
Lisbon
Lisbon Falls
Livermore Falls
Madison
Mattawamkeag
Mechanic Falls
Monmouth
Newport Junction.
Norridgewock
North Anson
North Berwick
North Jay
Northern Ma. Junct.
Oakland
Ogunquit
Old Orchard Beach
Old Town
Orono
Pittsfield
Poland
Portland
Readfield
Richmond
Rockland
Rumford
Skowhegan
South Windham
Thomaston
Waldoboro
Warren
Waterville
Waukeag
Wells
Westbrook
West Farmington
Wilton
Winn
Winslow
Winthrop
Wiscasset
Woodfords
Woodland
Woolwich
Yarmouth
York Harbor

NEW HAMPSHIRE

Has a State law prohibiting the observance of other than Eastern Standard Time.

Notwithstanding this law, the following cities and towns, are reported as planning to observe Daylight Saving by starting the working day in industrial establishments, stores and offices one hour earlier during the period from April 25 to Sept. 26:

Allenstown
Alstead
Amherst
Antrim
Ashland
Atkinson
Barnstead
Barrington
Bartlett
Berlin
Bow
Bradford
Brookline
Candia
Center Harbor
Charlestown
Chesterfield
Chichester
Claremont
Concord
Danville
Derry
Dixville Notch
Dover
Dublin
Durham
Epping
Exeter
Farmington
Fitzwilliam
Franklin
Gilsum
Goffstown
Greenfield
Greenland
Greenville
Groton
Hampstead
Hampton
Hampton Falls
Hanover
Hebron
Henniker
Hill
Hillsboro
Hinsdale
Hollis
Hooksett
Hopkington
Hudson
Jaffrey
Keene
Kensington
Kingston
Laconia
Lakeport
Lee
Lincoln
Londonderry
Madbury
Manchester
Marboro
Meredith
Merrimack
Milford
Milton
Mont Vernon
Nashua
Newcastle
New Durham
Newfields
Newington
New Ipswich
Newmarket
Newport
Newton
Northfield
North Hampton
Pelham
Pembroke
Penacook
Peterboro
Pittsfield
Plaistow
Plymouth
Portsmouth
Raymond
Richmond
Rochester
Rockingham
Rollinsford
Rye
Salem
Sanbornton
Seabrook
Sharon
Somersworth
Spofford
Stratham
Sullivan
Sunapee
Suncook
Sutton
Tilton
Unity
Warner
Waterville
Weare
Weirs
West Rindge
Westville
Wilton
Winchester
Windham
Wolfeboro

IDAHO

Burke
Kellogg
Mullan
Wallace

RHODE ISLAND

Entire State.

VERMONT

Bennington
Bradford
Brattleboro
Burlington
Derby Line
Gilman
Montpelier
North Pownal
Poultney
Rutland
Shaftsbury
South Shaftsbury
Waterbury

OHIO

Due to demands for Daylight Saving in cities, towns and villages outside the Eastern Time Zone, the entire State was put on Eastern Standard Time, effective April 3, 1927, by order of the Interstate Commerce Commission. A few small towns located near the Indiana State line follow Central Standard time.

INDIANA

Connersville
Crown Point
Elkhart
Fort Wayne
Gary
Goshen
Hammond
Hobart
Indiana Harbor
Kendallville
Lagrange
La Porte
Michigan City
Mishawaka
New Carlisle
Rome City
South Bend
Valparaiso
Whiting

ILLINOIS

Ashburn
Aurora
Barrington
Bartlett
Belmont
Bensenville
Berwyn
Blue Island
Broadview
Brookfield
Chicago
Chicago Heights
Chicago Lawn
Chicago Ridge
Cicero
Clarendon Hills
Cloverdale
Clyde
Congress Park
Crete
Deerfield
Des Plains
Dolton
Downers Grove
Elgin
Elmhurst
Elmwood Park
Eola
Evanston
Evergreen Park
Fox Lake
Franklin Park
Glencoe
Glenview
Glenwood
Golf
Grays Lake
Harvey
Highland Park
Hillside
Hines
Hinsdale
Hollywood
Homewood
Ingleside
Itasca
Joliet
Kensington
La Grange
La Vergne
Lake Bluff
Lake Forest
Lansing
Lemont
Libertyville
Lisle
Long Lake
Mannheim
Matteson
Maywood
Medinah
Morton Grove
Morton Park
Mt. Greenwood
Naperville
Northbrook
Oak Lawn
Ontarioville
Orland Park
Palos Park
River Grove
Riverside
Rondout
Roselle
Round Lake
St. Charles
South Holland
Spaulding
Steger
Teckny
Thornton
Waukegan
West Dundee
West Lake Forest
Western Springs
Westmont
Wheaton
Wilmette
Winnetka
Wooddale
Woodstock
Worth
Zion

MICHIGAN

Under the terms of the State Law adopted April 23, 1931, Eastern Standard Time is defined as legal time for the entire State of Michigan.

The cities, towns and villages in the Lower Peninsula follow Eastern Standard Time throughout the year.

In the Upper Peninsula Central Standard Time is generally followed, except that the following named cities and towns will observe Daylight Saving by changing to Eastern Standard Time April 25 and continuing until Sept. 26:

Escanaba
Gladstone
Ishpeming
Manistique
Marquette
Munising
Negaunee
Rapid River

The following cities and towns in the Upper Peninsula follow Eastern Standard Time throughout the year:

Calumet
Hancock
Houghton
L'Anse
Newberry
St. Ignace
Sault Ste. Marie

GEORGIA

Albany
Americus
Atlanta and surrounding towns.

MINNESOTA

Minneapolis: unofficial observance in business establishments.

COLORADO

Denver

Popularity . . .

Positive proof of **WLS** air popularity is proved by the hundreds of theatres whose attendance records are being smashed where favorite **WLS** radio acts are making personal appearances this season.

The millions of radio listeners who attend the theatres where these popular **WLS** artists are appearing also write the letters and buy the merchandise advertised on the **WLS** programs featuring these same popular artists.

Make sure your next radio show in the Chicago area is one that is preferred by people who purchase the merchandise you advertise—use **WLS** talent because they have proven <u>personal popularity,</u> as well as <u>air popularity.</u>

WLS

The Prairie Farmer Station

CHICAGO

BURRIDGE D. BUTLER, President - - GLENN SNYDER, Manager

KOY—1000 WATTS—FULL TIME

Increased night-time power makes KOY 1000 Watts—Full Time. Complete new programming, including CBS, coupled with new equipment, from studios to transmitters further insures KOY's service to listeners and advertisers. PHOENIX HAS GONE KOY!

KOY THE VOICE of ARIZONA
Now 1000 Watts
DAY and NIGHT
1390 KILOCYCLES
PHOENIX ARIZONA
BURRIDGE D. BUTLER, Chairman
EARL NIELSEN, Manager

Chicago Recording Ban Given San Francisco Union Support

Score of Transcription Productions Suspended; 10% of Station Gross for Music Is Sought

IN A SURPRISE move April 20 the Executive Board of AFM Local No. 6 voted, 5 to 4, to back up the AFM Chicago local in the latter's fight against commercial transcriptions, the San Francisco governing board handing down a blanket edict banning all dates for recording music of any kind until after the national AFM June convention in Louisville. Straight dramatic or dialogue shows, without theme music, are of course not affected.

The action completely halted production on a score or more of important West Coast transcriptions which contain music, and is expected to have significant repercussions throughout the country, inasmuch as San Francisco is the first important center to fall in line with the drastic Chicago plan forbidding union musicians to record commercially, in the studio or otherwise.

Sherman Clay & Co., large San Francisco music store, precipitated the crisis with a request for a blanket permit for any and all musicians to record at will. Up to that time, permission for musicians to record had been given individually, solely by the Executive Board, on which Clark Wilson, member, acts as supervisor in the checking of plate numbers, material used, shipments, and the assessing of taxes as applied to musicians. In turning down the Sherman Clay application, the Executive Board apparently felt that a definite stand on the Chicago situation would have to be taken. Telegraphic requests from Chicago have been before the board for several days.

Convention Battle

Indications that the national AFM convention in June may turn into a free-for-all battle over the problem of commercial transcriptions is contained in a plan proposed by Mr. Wilson. This scheme goes far beyond the attempt by James C. Petrillo in Chicago to restrict the use of commercial transcriptions alone [BROADCASTING, March 15, April 1], and instead would set up a master system of control over all broadcasting activities involving music, whether commercially transcribed, taken from phonograph records, picked up by remote control, or supplied in the studio.

Heart of the Wilson plan is a fee system similar to MPPA's, whereby the AFM would exact a fixed percentage of the gross monthly commercial collections of each broadcasting station, the money thus collected to be earmarked locally and administered locally by the AFM in cooperation with the broadcaster. Upon determination of the amount due the union local (tentatively set at 10% of the current month station collections), the union, in cooperation with the station music director, would assign a sufficient number of its men for a sufficient number of hours to equalize the impost, the union paying the musicians thus employed with the funds collected from the broadcaster.

Minimum live music requirements for each station would thus be fixed at 10% of station revenue, regardless of the source of the broadcaster's income, *i. e.*, whether derived from transcriptions, network programs, or otherwise.

In addition to the impost system, the Wilson plan contains several other proposals, still in the process of crystallization, which are likely to come before the June convention. One of the most important is the recommendation that regional AFM supervisors be appointed to police recording laboratories and systematically air-check transcriptions to eliminate pirate recordings made with non-union musicians, stolen from dance-band remote pick ups, dubbed and retranscribed from unlicensed phonograph records, etc.

In this connection, Wilson asserts that remote control pick ups of sustaining programs, such as dance-band remotes, are a far more serious evil than the moot problem of commercial transcriptions, not only because the remotes are given to the broadcaster and the public free — usually on network hookups—in exchange for publicity value only, but also because desirable numbers and whole programs can be and are stolen bodily from this source and either brazenly rebroadcast as sustainers and commercials, or used for dubbing purposes in retranscribing. With an increasing percentage of station operators equipping their studios with recording apparatus, policing of the air by independent union supervisors thus becomes an urgent necessity, according to Wilson, who claims to have air-checked scores of instances of pirating, particularly evident along the national boundary lines, in Hollywood, and in New York.

Systematic Check

The San Francisco local is already conducting such systematic check on transcriptions in its region, a union supervisor sitting in on all recordings to clear programs and license releases. A file of all local recordings is also kept here. According to the largest of the local recording companies, such union supervision, far from being onerous or a nuisance, is extremely welcome and helpful, inasmuch as it relieves the recording laboratory of considerable responsibility and tends to suppress bootleg competition.

Commenting on the Chicago situation, Mr. Wilson says: "I am in accord with the general idea as set forth by Mr. Petrillo in attempting to spread employment, but certainly not in the manner of procedure, as I believe it will prove a futile gesture. It is already too

(*Continued on page 69*)

"The Son-ny Side"

BUNNY BERIGAN, torrid trumpeter of Mutual's *Fun in Swingtime* series, offers an example of one way to get a sponsor. Bunny was playing at a Yale University dance. Among the guests was John Gulick, sophomore at Rutgers and son of Charles P. Gulick, president of National Oil Products Co. Greatly taken by the Berigan style of swing, young Gulick remembered that his father was planning a radio show, pestered his dad until an audition was arranged. Result: a 26-week contract for Berigan.

Norman Baker and Cohorts Sentenced In Border Case for Violating FCC Act

NORMAN BAKER, erstwhile Muscatine, Ia. broadcaster who operates XENT at Nuevo Laredo, Mexico, across the border from Laredo, Tex., was convicted by a Laredo jury April 22 along with two associates, for violation of the Communications Act. He was sentenced to four months imprisonment and fined $2,000. "Dr. E. R. Rood" and one "Dr. Richardson", also identified with Baker's station and cancer hospital staff, likewise were convicted, the former being sentenced to four months and fined $500 and Richardson sentenced to one day in jail.

The convictions are the most stringent ever instituted in a radio case, according to FCC records. They resulted from a new campaign by the Federal government against the so-called renegade "border stations". Grand jury indictments against Baker, et al, were procured April 20, 1936, in the Laredo courts but the trial was delayed when Baker appealed to the Federal court in Houston on a technicality in connection with the constitutionality of Section 325B of the Communications Act, which provides that programs, whether transcription or by wire, may not be transmitted to stations in other countries without express authority of the FCC, when the programs are designed for reception in the United States. The court upheld the constitutionality of the provision.

Appearing for the Federal government in the case were George B. Porter, assistant chief counsel of the FCC for broadcasting; Andrew D. Ring, assistant chief engineer of the FCC for broadcasting; William P. Massing, chief of the License Bureau, and Major A. V. Dalrymple, FCC attorney. The convictions constituted a sweeping victory for the Federal government and may set a precedent for the handling of similar cases.

The indictments against Baker and the two alleged fortunetellers utilizing his stations were based upon charges that Baker did not have a permit to maintain a radio studio in the United States and that he did not have FCC permission to manufacture mechanical reproductions and transport them outside the country. It was contended that he broadcast through XENT by remote control from the States, and also shipped transcriptions across the border. XENT broadcasts with a quoted power of 50,000 watts on a mid-channel which has caused serious interference with U. S. stations.

Because Judge T. J. Kennerly had to leave Laredo for Galveston that day, the three defendents were immediately committed to jail due to lack of time in which to post appeal bonds. The bond, it is reported, was posted in Galveston, however, with the result that Baker and Rood were released, pending adjudication of the appeal to the Circuit Court of Appeals in New Orleans.

AFM Ruling Hits All L. A. Stations

Staff Musicians Are Increased Under Local Rezoning

LOS ANGELES radio stations will be called upon to add several hundred dollars per month to their payrolls as a result of a reclassification by Local 47, American Federation of Musicians. Move is in line with a long dormant campaign to increase local musician employment and at the same time raise wage standards. Union has reclassified three Los Angeles stations and also set up a new class D group for smaller broadcasters.

KFWB, Hollywood, owned and operated by Warner Bros., which has been in the B classification, has been rezoned to the A group. Reclassification of KFWB necessitated the station adding six men and increasing wages $5 per week for the two hour day, six days a week, making a total of 12 musicians at a $5 a week minimum. KMTR and KFAC, in the C group have been placed in the B classification and will be staffed with nine men at $40 per week minimum. Stations that come under the new D classification include KIEV, KRKD, KGFJ, KFVD and KMPC, and require three musicians each on a $30 a week minimum. None of these stations maintain studio orchestras at present, but failure to comply with the ruling will bar them from broadcasting remote control dance music.

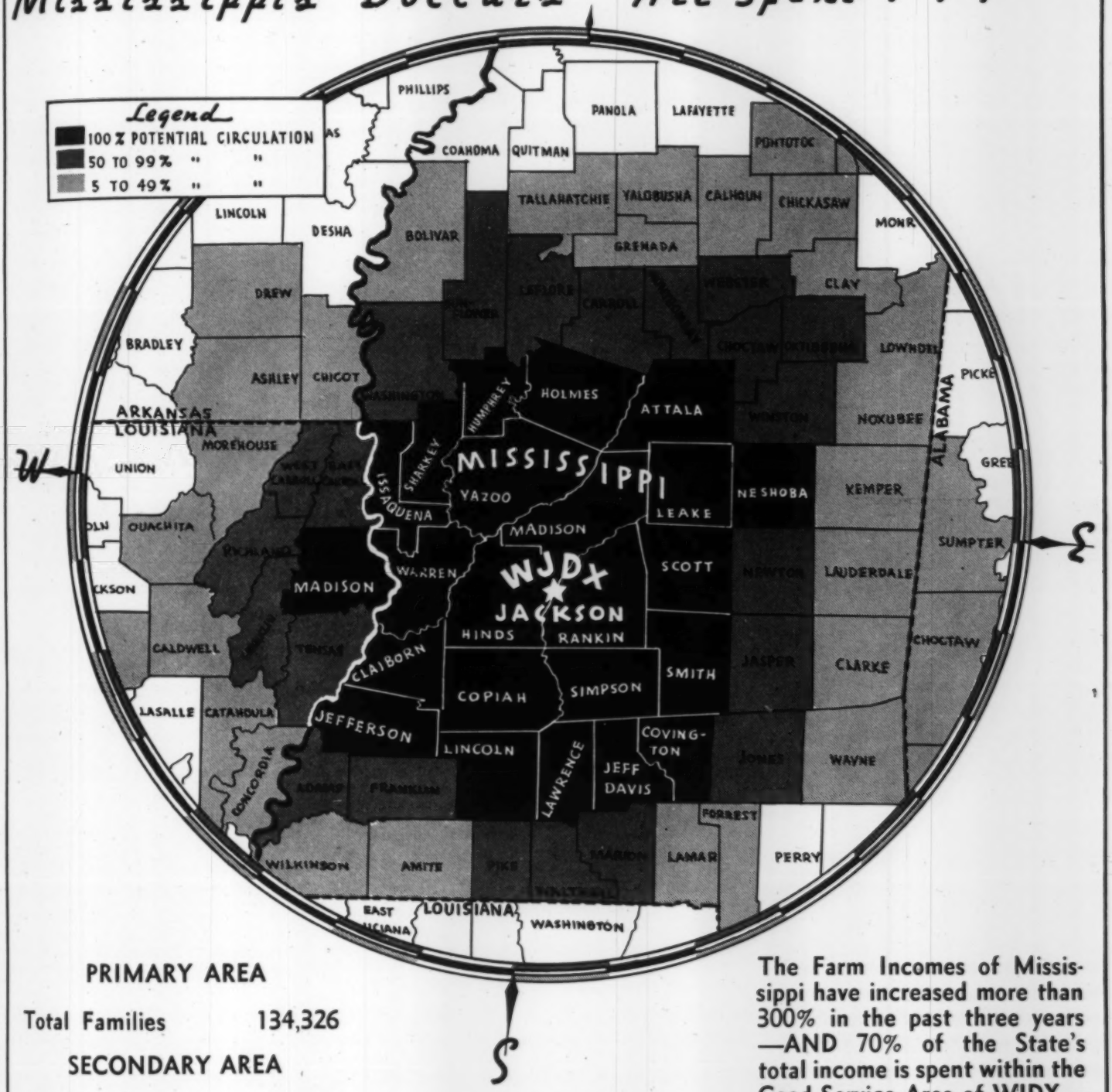
Rezoning on Rates

KEHE, Hearst station, and a link in the California Radio System, is in the local and state network or combination chain classification. Station has been using an orchestra of 12 men but now that it has moved into its new building and larger quarters, will increase to not less than 18 musicians.

Union is also trying to set an 18 piece minimum musical staff with KFI-KECA, the Earle C. Anthony owned and operated stations in Los Angeles, both NBC affiliates. Neither station employs a studio orchestra and the move is being resisted by Harrison Holliway, general manager, on the grounds that they do not pick up local remotes. Union's action is restricted in the instances of these two stations because their remotes, which might otherwise be cut off as a disciplinary measure, are contracted for by NBC.

Los Angeles Union requirements for class A stations are a 12 man orchestra on local broadcasts, and 18 for combination stations, with a higher quota when station goes transcontinental. Rezoning is based on station's commercial time rate, commercial output and wattage, with 9 men for B stations; 6 for C and 3 for D classifications. Musicians on state and national network outlets are classified on a sliding scale.

Intense Coverage Where 70% of Mississippi's Dollars Are Spent . . .



PRIMARY AREA

Total Families 134,326

SECONDARY AREA

Total Families 132,870

The Farm Incomes of Mississippi have increased more than 300% in the past three years —AND 70% of the State's total income is spent within the Good Service Area of WJDX—Mississippians' favorite radio station.

NBC Associate

The Voice of Mississippi

WJDX

Jackson • Miss.

OWNED AND OPERATED BY THE LAMAR LIFE INSURANCE COMPANY

Two New Locals; Full Time Granted WKZO on 590 kc.

Miami Beach, Wilson, N. C., Get Outlets; Other Changes

TWO NEW 100-watters have been authorized by the FCC Broadcast Division during the last fortnight —one at Miami Beach, Fla. and the other at Wilson, N. C. Sustaining Examiner Bramhall, the Division on April 20 approved a new full-time station on 1500 kc., with 100 watts at Miami Beach. The licensee is A. Frank Katzentine, former mayor of the city and onetime municipal judge and acting state attorney for Dade County. It is understood that a working arrangement will be made with WIOD and WQAM, Miami stations, whereby the owners may also acquire an interest in the new local.

The Wilson station was granted April 27 to H. W. Wilson, former WPTF, Raleigh, program director, and Ben Farmer, radio engineer. It will operate on 1310 kc., daytime with 100 watts. The grant is effective June 1 and sustains the recommendation of Examiner Seward. The Miami Beach and Wilson grants make 16 new station grants by the FCC thus far this year.

At the same meeting, the FCC granted WKZO, Kalamazoo, Mich., full time on 590 kc., terminating a four-year effort of the station. WGBI, Scranton, new CBS affiliate, was given a modification of license increasing its day power from 500 to 1,000 watts on 880 kc. in a decision effective May 25. The station recently worked out a full-time operation basis with WQAN, with which it has shared 880 kc.

KALB Gets Shift

KALB, Alexandria, La., was granted change in frequency from 1420 to 1210 kc. and an increase in power from 100 watts day to 100 watts day and night and given unlimited time in lieu of daytime. This order becomes effective June 15.

Reversing Examiner R. L. Walker, the Division denied the application of Isadore Goldwasser for a new daytime station in Anniston, Ala., to operate on 1420 kc. with 100 watts night.

The WKZO application was one of the oldest pending before the Division. In sustaining Examiner George H. Hill, the Division authorized the station to change power from 1,000 watts day to 250 watts night, 1,000 watts day and change hours of operation from daytime to unlimited on the 590 kc. channel. John Fetzer, president and general manager of the station, has waged an incessant battle for the full time operation.

WFTC on the Air

WFTC, Kinston, N. C., newly authorized 250-watt daytime station on 1200 kc. licensed to Jonas Weiland, is now on the air, with Jonas Weiland as manager; Nathan Frank, commercial manager; Miss Doris Blaylock, program director; Harry E. Layman, chief engineer; Jack Siegel, Bob Wasdon, Linwood Scott and Jimmy Barber, announcers and operators. The station is Collins equipped and uses a vertical radiator.

BEAUTY AND KOY
Miss Arizona Is Signed by Phoenix Station

MISS KUNZ

KOY, Phoenix, has added "Miss Arizona" to its announcing staff. She is Marion Kunz, recently chosen as the state's most beautiful girl. She has been assigned to interview celebrities. The selection was made on the basis of appearance, personality, poise and speaking voice rather than as a result of the beauty contest.

Eighteen-year-old Miss Kunz is a student of journalism and speech at Phoenix Junior College. She was born in Chicago and has lived in Phoenix for the last five years. Burridge D. Butler, KOY chairman, decided that with hundreds of celebrities visiting Phoenix every month "Miss Arizona" should interview many of America's notables. She will be given a trip to San Francisco to compete for the title of "Miss Western America," as a representative of KOY.

CLEARS CONTINUE PROTECTIVE GROUP

DECISION to continue its organization for an indefinite period was reached by the Clear Channel Group, comprising 13 high-power clear channel stations, at a meeting in Chicago April 27. The group was created in May, 1934, for the purpose of protecting clear channels from encroachments and to espouse use of higher power.

The Chicago meeting heard reports from Louis G. Caldwell, counsel for the group and Carl J. Meyers, WGN chief engineer, and J. H. DeWitt, WSM chief engineer, dealing primarily with the results of the North American Conference in Havana last March which they attended as observers. Developments since the Oct. 5 allocation hearings also were reviewed.

In addition to those mentioned, others attending the meeting included Edwin W. Craig, WSM, chairman of the group; Joseph O. Maland and Paul A. Loyet, WHO; Lambdin Kay, WSB; Glenn Snyder, WLS; Wm. S. Hedges and Fritz Leydorf, WLW; William Fay, WHAM. Earle C. Anthony, owner of KFI and KECA, Los Angeles, telephoned the meeting from Honolulu to express his views on matters under discussion.

ROCKWELL-O'KEEFE Inc., national talent booking agency, has leased the entire top floor of the Bing Crosby Bldg., now being constructed in Hollywood. Harmon Nelson is in charge of West Coast radio.

WLWL Sale Filed

FORMAL application for voluntary assignment of WLWL, New York Paulist station to Arde Bulova, watch manufacturer and broadcaster, was filed with the FCC Broadcast Division April 27 and awaits its approval. The application is for outright purchase of the station, operating two hours daily, for $275,000. Contingent upon approval of this transaction, Bulova interests have in mind several shifts which would make possible operation of WOV, New York, now on the 1130 kc. channel daytime on a full time basis on 1100 kc. with 10,000 watts as the forerunner of an Eastern Seaboard network. WLWL, by virtue of this proposed switch would be deleted [See BROADCASTING April 15].

Full Time on Clear Sought by WBBM

FULL-TIME clear channel operation for WBBM, Chicago, in lieu of its present synchronized operation with KFAB, Lincoln, Neb., is proposed in three applications now pending before the FCC Broadcast Division, under which the 770 kc. channel would be cleared for the Chicago station, while KFAB would duplicate operation on the 1080 kc. clear channel with WBT, Charlotte.

Both WBBM and WBT, operating with 50,000 watts each, are owned by CBS. WBBM and KFAB, however, under regular authorization, share time on the 770 kc. clear channel, but are enabled to operate full time through synchronized night operation on the same frequency with a telephone control line. They have operated experimentally in this way for several years, with WBBM using 50,000 watts, and KFAB 10,000 watts. KFAB is not owned by CBS, but is a CBS outlet.

Under the application, filed April 16, the effect would be to clear the 770 kc. channel for WBBM and to duplicate the 1080 kc. channel, which would render it a duplicated wave. Three separate applications were filed. WBBM asked for full-time operation, contingent upon KFAB being granted a change in frequency. KFAB asked for a construction permit to install a new transmitter and directional antenna for night use, change frequency from 770 to 1080 kc. and increase power from 10,000 to 50,000 watts, which would mean operation of two 50,000 watt stations on the same channel full time. It also sought authority to move to a new location. WBT asked for authority to install a new directional antenna for night use, to protect its signal in the direction of KFAB.

Also operating on the 1080 kc. channel limited time are WCBD, Zion, Ill., and WMBI, Chicago, time-sharing stations each using 5,000 watts.

McClatchy-NBC Renew

SIGNING of five-year contracts by NBC with the four McClatchy stations in California was announced April 21 by Lenox R. Lohr, NBC president. The arrangement was made with Guy C. Hamilton, McClatchy general manager, and covers KFBK. Sacramento, KWG, Stockton, KERN, Bakersfield and KMJ, Fresno. KOH, Reno, the fifth McClatchy station, is on CBS.

O. E. Richardson Heads New Hammond Station, Resigns From Graybar

Mr. Richardson

HAVING purchased an interest in the Hammond - Calumet Broadcasting Corp., Hammond, Ind., O. E. Richardson, Chicago district manager of the broadcast division of Graybar Electric Co., has resigned his post to become manager of WHIP, newly-authorized 5,000-watt daytime station on 1480 kc. in Hammond, Ind., and WWAE, 100-watter on 1200 kc. in Hammond. He assumes his new duties May 1. H. L. Taylor, formerly Graybar broadcast manager in New York, is being transferred to the Chicago post.

The new WHIP, authorized last year by the FCC, is tentatively scheduled to go on the air June 1 with studios in the Lincoln Life Insurance Bldg., Hammond, to which WWAE will also shortly move its quarters from the *Hammond Times* building. Its transmitter will be located between Hammond and Chicago. Staff organization is now under way.

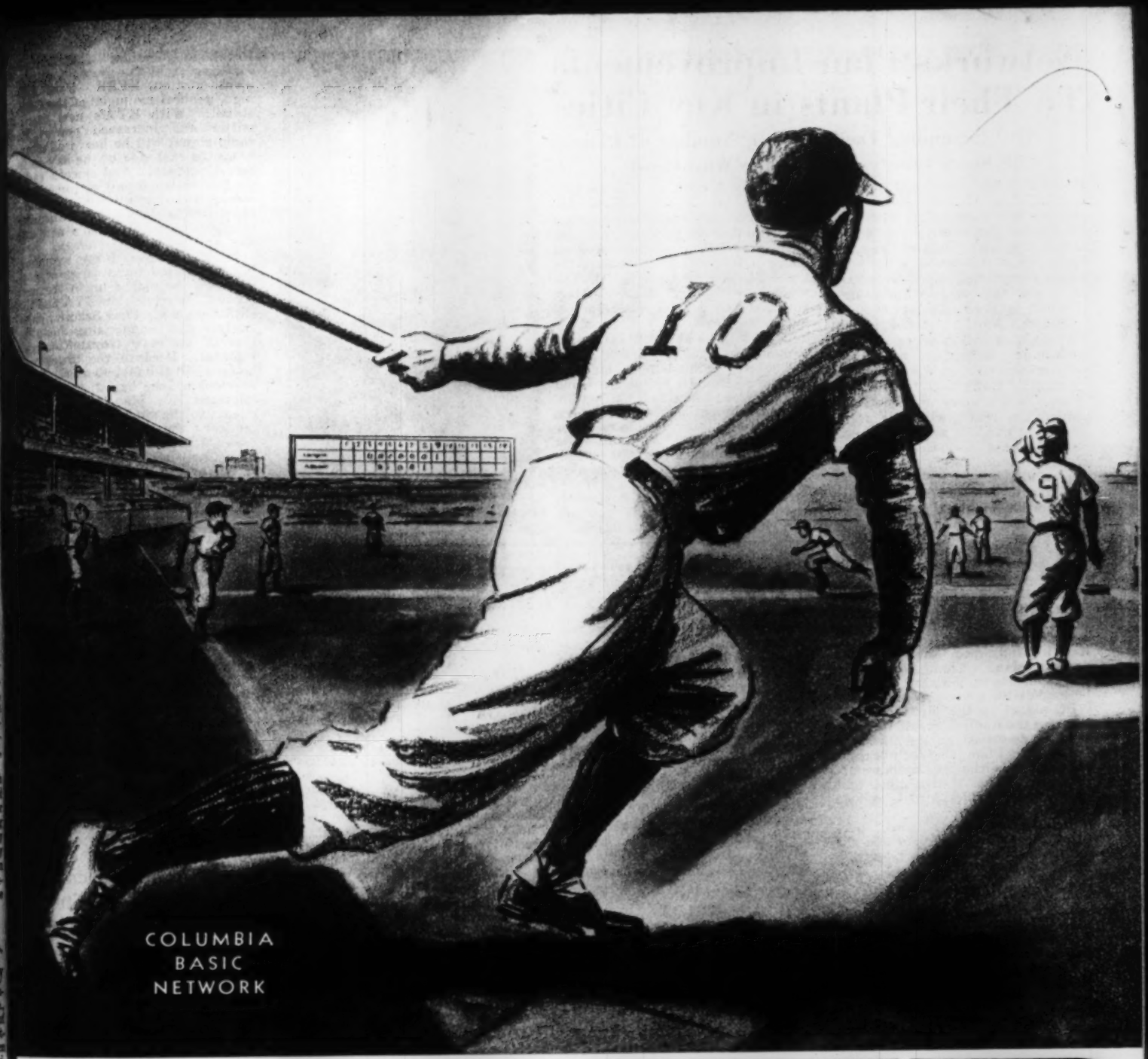
The Hammond-Calumet company, of which Dr. George F. Courrier is president, also announced that C. V. Gregory, editor-in-chief of the *Prairie Farmer*, which is jointly owned with WLS, has been named a member of its board of directors. No inter-locking ownership between WHIP-WWAE and WLS is involved, however.

Mr. Richardson has been with Western Electric or its affiliated companies for the last 16 years, or since he was graduated in mining engineering from the University of Kentucky in 1921. He formerly was stationed with Graybar in New York as sales engineer, contacting stations throughout the United States.

Phillips Petroleum Co. Forms Radio Subsidiary

ORGANIZATION of a new company, United Broadcasting Co., incorporated under the laws of Delaware to engage in broadcasting and other activities, has been disclosed in a report to the Securities & Exchange Commission. The company was organized Feb. 25 with 10,000 no par shares, of which the Phillips Petroleum Co., Bartlesville, Okla., an important radio advertiser, reported to the SEC, it has acquired 500 shares for $50,000. This amounts to control since no other shares were issued. The Phillips company also owns Western Radio Telegraph Co., a short-wave radiotelegraph service covering its oil field operations, of which J. D. Durkee is chief engineer. The new company's first move in the broadcasting field was to file with the FCC for a new 1,000-watt station on 1550 kc. in Tulsa.

WILLIAM E. WALKER, manager, and Merrill F. Chapin, chief engineer, of WIBA, Madison, Wis., who also together own 71% of the stock of the new WSAU, Wausau, have applied to the FCC for authority to erect a new 250-watt station on 1010 kc. in Oshkosh.



POWER

WJR

50,000

WATTS

MICHIGAN'S GREATEST ADVERTISING MEDIUM

THE GOODWILL STATION

DETROIT

G. A. RICHARDS
PRESIDENT

LEO FITZPATRICK
VICE-PRES. & GEN. MGR.

REPRESENTATIVES
EDWARD PETRY & COMPANY, INC.

Networks Plan Improvements To Their Plants in Key Cities

NBC Expanding Facilities in a Number of Places; CBS Starts Construction on the West Coast

UNPRECEDENTED operations in the building of new studios and transmitter plants for stations throughout the country now are in full swing, with much of the work centering in Hollywood, rapidly becoming more and more important as a program originating center.

NBC, in a recapitulation of its operations April 21, stated that six of its plants in key cities are now undergoing expansion and improvement. CBS on April 27 broke ground in Hollywood for its new West Coast studios and commemorated the event with a special broadcast over its nationwide network. Coast operations also included the dedication of KEHE's new studio in Los Angeles and of the new KYA plant in San Francisco, while WOWO, Fort Wayne, Ind. on May 1, was to dedicate its new plant.

The NBC projects, according to President Lenox R. Lohr, include immediate construction of new studios in Philadelphia and Schenectady, the completion of a building already under way in Washington, and provision for new facilities in Hollywood, San Francisco and Cleveland. Changes and new developments in the six cities will be made with a view to placing all NBC plants on the same technical basis as the Radio City and Chicago studios, described as the finest in the world. Plans also include complete air-conditioning, soundproofing and acoustical treatment and lighting devices designed to reduce heat radiation.

In all of the new network operations space is being provided for future developments of television activities.

CBS on West Coast

The new CBS radio center, dedicated by Donald W. Thornburgh, Pacific Coast vice-president, is being erected at a cost of $1,000,000. The structure will front on Sunset Blvd., occupying the block between Gower and El Centro Streets. It will include auditoriums, studios and offices of the new CBS key station in Los Angeles, KNX [BROADCASTING April 1, 15]. Developments of over three years of laboratory research in program production, acoustical design, and engineering technique will be spotted on the new broadcast center. CBS expects to incorporate in its designs the benefits of both American and European advancements in sound broadcasting and television. Paul W. Kesten, CBS vice-president, and Edwin K. Cohan, technical director, recently made trips to Europe to study methods abroad.

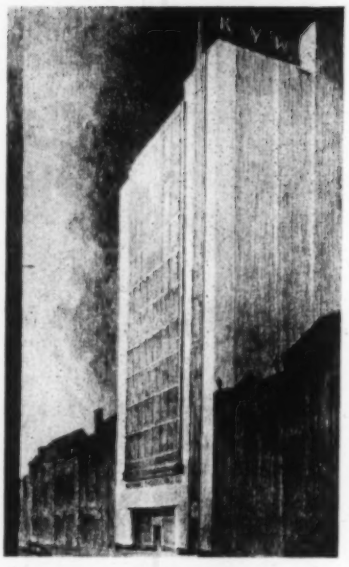
In addition to the building program in Los Angeles, CBS is erecting new studios and offices in San Francisco at a cost of approximately $500,000. CBS also is working on plans under the general direction of Mr. Kesten for its new headquarters in New York, to be built by 1939. Ground already has been purchased at Park Ave. and 59th St., but the preliminary plans have not yet been divulged.

Immediate erection of a modern six-story broadcasting plant for KYW, Philadelphia, Westinghouse station under the program management of NBC, was announced to house NBC studios and offices for the NBC-Red network outlet. The studios will cost approximately $600,000 and will be ready for occupancy Nov. 1. The six-story building will be at 1619 Walnut St. Ground was broken April 22.

The new Philadelphia building will be of modern architecture and of reinforced concrete construction. With the exception of the first floor, the entire building will be used for studios and offices. An auditorium studio in the basement of the building will have a capacity of over 200 persons.

NBC's new Washington studios, in the recently erected Trans-Lux

(*Continued on Page 68*)



FOR KYW—Ground was broken in April for the new plant of this Westinghouse station in Philadelphia.

KYA Plans Improvements at Oakland; KEHE Dedicates Plant in Los Angeles

FIRST step in a series of improvements to cost $100,000 was completed when Hearst Radio station KYA opened its new studios in the Hotel Oakland, Oakland, Cal., with air conditioning and acoustifying of the San Francisco studios in the Hearst Bldg., as well as staff and program changes now under way. Final move is expected to be completed by May 15 when the new 5,000-watt transmitter and 450-foot tower are to go into operation, with radiator located at Candle Point, near Bayview Park on the outskirts of the city.

On April 26, Hearst station KEHE, Los Angeles, dedicated its new modernistic broadcasting plant located midway between Hollywood and downtown Los Angeles on N. Vermont Ave. Agencies, sponsors and the press were feted in a series of elaborate ceremonies.

Opening of the Oakland studios gave KYA priority as the first San Francisco station to reach across the Bay for program material. Because of recently growing rivalries between the communities joined by the new Bay Bridge, the move has gained publicity and public support for KYA. The Oakland Chamber of Commerce gave a testimonial banquet at the Hotel Oakland, at which 500 members and civic groups from the neighboring east-bay cities were present, as well as officials of the California Radio System and KYA.

The new studios were saluted by members of the CRS network, Gov. Frank F. Merriam of California speaking from the system's Sacramento station, KFBK. Ford Billings, general manager of the CRS, stated: "With KYA's new transmitter and increased power, its radio signal will be heard as clearly on the east side of the bay as in San Francisco. And since a radio station needs not only a transmitter but a listening audience of sufficient size to absorb that transmitter's programs, Oakland's new studios are the logical answer."

M. E. Roberts, KYA manager, has contracted for a series of programs to be picked up in the new studios for release on KYA and the CRS network. Paul Schultz, chief engineer, is supervising installation of the new transmitter and radiator. Because the tower will be on a hill 800 feet above sea level, overlooking the bay district, KYA salesmen are planning to bring clients to the spot for a look at the territory the station serves. The tower will be the tallest in the Bay region and is expected to spray its signal over a wide area.

With the dedication of its new offices and studios KEHE, Los Angeles, is described as one of the most modern stations on the West Coast. The one-story structure of California design measures 156 x 110 feet and convenience has been emphasized in its arrangement. The theatre studio which seats 300 persons in de luxe loge chairs, has a separate entry from the street and near the large stage are an artists' lobby and sponsor's booth.

There are two orchestral studios, two speech and drama studios, and a separate rehearsal studio. All are air-conditioned, indirectly lighted, and the ceilings are made of acoustical tile while the floors are asphalt tile. A three-channel system makes it possible to feed three outgoing programs simultaneously and the console organ may be cued in to any studio. RCA equipment is used throughout, with 5 kw.

KEHE BUILDING AND EXECUTIVES—This is an exterior view of the ultra-modern new studio and office building of the Hearst station in Los Angeles, which serves as key of the California Radio System embracing KYA, San Francisco Hearst station, and the three McClatchy stations. At top are officials of the Hearst Radio Los Angeles organization, left to right: Arthur E. McDonald, sales manager; Mayfield Kaylor, program director; Ford Billings, station and network manager; Clarence B. Juneau, assistant station manager.

Westinghouse Dedicates New Fort Wayne Studios

NEW studios and offices of Westinghouse stations WOWO and WGL, Fort Wayne, Ind., were to be dedicated May 1 coincident with the affiliation of the stations with NBC. WOWO, operating with 10,000 watts on 1160 kc., is a new member of the NBC basic Blue network, while WGL, operating with 100 watts on 1370 kc., has joined NBC as optional Red and Blue. A banquet for some 300 notables and friends was planned in connection with the dedication. Among those on the program were Gov. Townsend of Indiana and Mayor Harry Baals, Fort Wayne. Stations owned by Westinghouse, in addition to the Fort Wayne outlets, are KDKA, Pittsburgh: KYW, Philadelphia; WBZ, Boston, and WBZA, Springfield.

N. Y. Net's Birthday

NEW YORK State Broadcasting System on April 28 observed its first anniversary with a birthday party on the air from 8 to 9 p. m. Prominent state and city officials headed by Gov. Lehman of New York, addressed the state-wide audience. Stations in the network are WINS, New York; WABY, Albany; WIBX, Utica; WMBO, Auburn; WSAY, Rochester; WBNY, Buffalo.

Thar's Gold In This Here Valley--

And It's In Quantities Manufacturers and Sellers Like To Hear About—

MILLIONS!

MENTION CHARLESTON, WEST VIRGINIA, to anyone who knows what's going on—right away he'll tell you, "Yes, I've been hearing quite a lot about Charleston. Automobile manufacturers, Clothing and Furniture makers, Food distributors, Building Supply people, Drug and Cosmetic people—everybody says business in Charleston is booming as nowhere else in the nation."

You and the other fellow have both been hearing right. Business IS booming in Charleston—and it's getting even better! Limitless natural resources of Coal, Oil and Gas and adequate transportation facilities have attracted the biggest manufacturers and industries of the world. Their 24-hour-a-day and 365-day-a-year activity of producing and building result in payrolls and spending and buying that's the envy of every section of the country!

Yessir! "Thar's gold in this here Valley." If you manufacture or sell things that normal, happy and prosperous people need and buy, then WCHS offers the best and surest way of obtaining your share of it. WCHS on 580 kc. is the only station delivering a primary signal to this market whose rating is MILLIONS—and growing bigger every day!

— MEMBER —
Columbia Broadcasting System
KEY STATION
West Virginia Network

WCHS

580 K. C. : 1000--500 WATTS

Charleston, W. Va.

THE NEW INDUSTRIAL EMPIRE OF THE WORLD

National Representatives, EDWARD PETRY & CO.

ASCAP's Effort to Restrain New Montana Law Is Delayed

Government's List of Copyright Registrations Shows Only 508,425, Disputing ASCAP Data

EFFORTS of ASCAP to procure a temporary injunction restraining the State of Montana from making effective its far-reaching state copyright law enacted three months ago were blocked at least temporarily April 23 when the State Court in Helena allowed two weeks for each side to file briefs.

After listening to arguments by counsel for ASCAP and for the state, the court indicated it was undecided as to whether it had jurisdiction but allowed time for filing of briefs and counter-briefs. Thus, it appears likely that the court will withhold action on the plea for a temporary injunction until early next month.

The Montana bill, specifically providing for a per piece basis of payment in lieu of the present percentage of gross, and which also requires copyright groups to list their compositions with the Secretary of State, was the first legislation enacted in any of the states designed to end ASCAP's present method of doing business. Washington state quickly followed with an almost identical bill and a similar measure is pending in the Minnesota legislature.

The one house Nebraska legislature on April 27, according to press reports, also passed a measure placing serious restrictions on ASCAP. With only negligible opposition, the measure was rushed through, and advanced to the select file prior to submission to the Governor. State Senator Frank J. Brady, sponsor of the bill, charged that ASCAP "exacts tribute from music users through a reign of terror."

Enactment of the Montana measure resulted primarily from the efforts of Ed Craney, operator of KGIR, Butte. There is also pending in the U. S. Senate a bill suggested by Mr. Craney (S-2031) which would eliminate the statutory minimum infringement clause of $250 and leave the damages up to the courts, prescribing that music be cleared at the source and providing for clear identification of copyrighted works to enable users to determine the copyright owner. Mr. Craney advocated such a bill in an open letter to Congress early this year.

Mr. Craney on April 28 sent another open letter to members of Congress on copyright. He informed them that E. C. Mills, general manager of ASCAP who May 1 became chairman of its Board, evidently had written him in "bad faith" Jan. 27 as he had not yet received a reply to his communication of Feb. 5 which was in the nature of an open letter of Congress raising the copyright issue.

One of the most illuminating pieces of evidence placed in the record in support of the Montana bill was a list of copyright registrations certified by the Copyright Office in Washington. It disclosed that all told there are only 508,425 published musical compositions filed at the Copyright Office. This figure is at variance with statements made by ASCAP that its indexes show some 3,000,000 numbers. In testimony last year at the copyright hearings before the House Patents Committee Mr. Mills, ASCAP general manager, said:

"There are some eight notes in the musical scale. I have an index to nearly 3,000,000 titles of musical compositions made up within that scale, within that musical range, made up within the use of that much variation in musical melody."

At other times, ASCAP officials have mentioned 2,000,000 numbers and recently Gov. Martin of Washington is understood to have been informed there were 1,250,000 numbers. The 508,245 published copyrighted numbers certified by the Copyright Office, it is understood, include also player piano rolls on which copyrights were given and which count as copyrights of *published* numbers.

The Copyright Office records go back 28 years with nothing published prior to that date listed as copyrighted today except the renewals of copyrights for a second run of 28 years. According to these records, renewals during that period totaled only 60,682. Copyrights not renewed fall into the public domain.

Much significance is attached to this disclosure, since copyright groups have talked about the utter impossibility of working out a per piece basis of payment because of the "millions" of compositions which would have to be checked by stations and because of the bookkeeping job which would be necessitated. The exhibit of the Copyright Office revealed that during the period from 1909 to 1936 there were 237,686 unpublished copyrighted works and the figures showed that the number of unpublished works increased year by year whereas the published numbers have tended to decrease, having dropped from 29,113 in 1911, the peak year, to 12,317 in 1936. In 1933, 1934 and 1935, the published works ran about 11,000 per year.

Two Kinds of Copyrights

A published copyright is described as one in which the musical composition has been reproduced for sale to the public, and has been placed on sale, sold or publicly distributed.

An unpublished copyright is described as one in which the musical composition has not been reproduced for sale. The application for such copyright requires deposit with the Copyright Division of the Library of one complete copy which may be and usually is in manuscript form. The Copyright Office explained that in addition to original musical compositions, the figures representing the total published copyrights include many compositions theretofore entered in unpublished form; copyrights entered on recordings of compositions, the entries covering the particular recordings only and do not represent the copyrighting of the original composition and copyrighted special arrangements of melodies in the public domain.

At the court hearing on the Montana Bill, ASCAP was represented by Louis D. Frohlich, of the New York law firm of Schwartz & Frohlich, and by Gunm, Rash and Hall of Helena. Appearing for the state were John Claxton, county attorney of Silver Bow County, Alfred Schwetpe and Kenneth B. Davis of Seattle and Enor K. Matson, assistant Attorney General.

Copyright Exhibit in Montana Case

COPYRIGHT OFFICE OF THE UNITED STATES OF AMERICA

WASHINGTON, D. C.

I hereby certify that the following list shows the number of original and renewal registrations of copyright for musical compositions made from January 1, 1909 to December 31, 1936, inclusive, by years:

Copyright Registrations of Music List

Year	Published(1)	Unpublished	Total	Renewals
[illegible]	(2)	(2)	12561	
1909	2440	227	2686	157
1910	25838	1268	27004	307
1911	29113	1465	30578	541
1912	25759	872	26661	658
1913	25834	1795	27629	586
1914	24790	1522	26312	694
1915	19684	2782	21076	668
1916	10715	2958	13673	677
1917	15512	3276	20088	460
1918	18458	6362	24820	1021
1919	13751	7959	21710	957
1920	20843	8763	31614	1306
1921	21459	7472	28931	1944
1922	20084	7104	27188	1467
1923	18122	7259	25472	1780
1924	18820	8270	26309	1656
1925	18407	7746	26153	1555
1926	15814	8816	24648	2487
1927	18425	8022	26447	2185
1928	18487	9845	27732	2130
1929	16778	12642	29420	3084
1930	17272	16148	33420	4236
1931	14711	16596	31307	3452
1932	12411	15992	28403	2327
1933	11136	14736	25872	2958
1934	11211	16640	27851	5047
1935	11490	18132	29622	4377
1936	12317	21587	33904	5843
Total	508425	237686	758672	60682

Notes:

(1) Includes an indeterminate number of published musical compositions also registered as unpublished under section 11 of the Copyright Act, as well as new arrangements of copyrighted works.

(2) Not recorded separately.

IN WITNESS WHEREOF the seal of the Copyright Office has been affixed this tenth day of April, 1937.

Register of Copyrights.

DECCA INTERVENES; WDAS CASE ARGUED

DECCA RECORDS Inc., on April 15 was permitted by Justice Hammer of the New York Supreme Court, to intervene in the phonograph record performing rights case of Frank Crumit, crooner, versus WHN, New York. National Association of Performing Artists, recently formed organization holding that the artist has an "artistic right" in preventing performance of phonograph records, sponsored the test case.

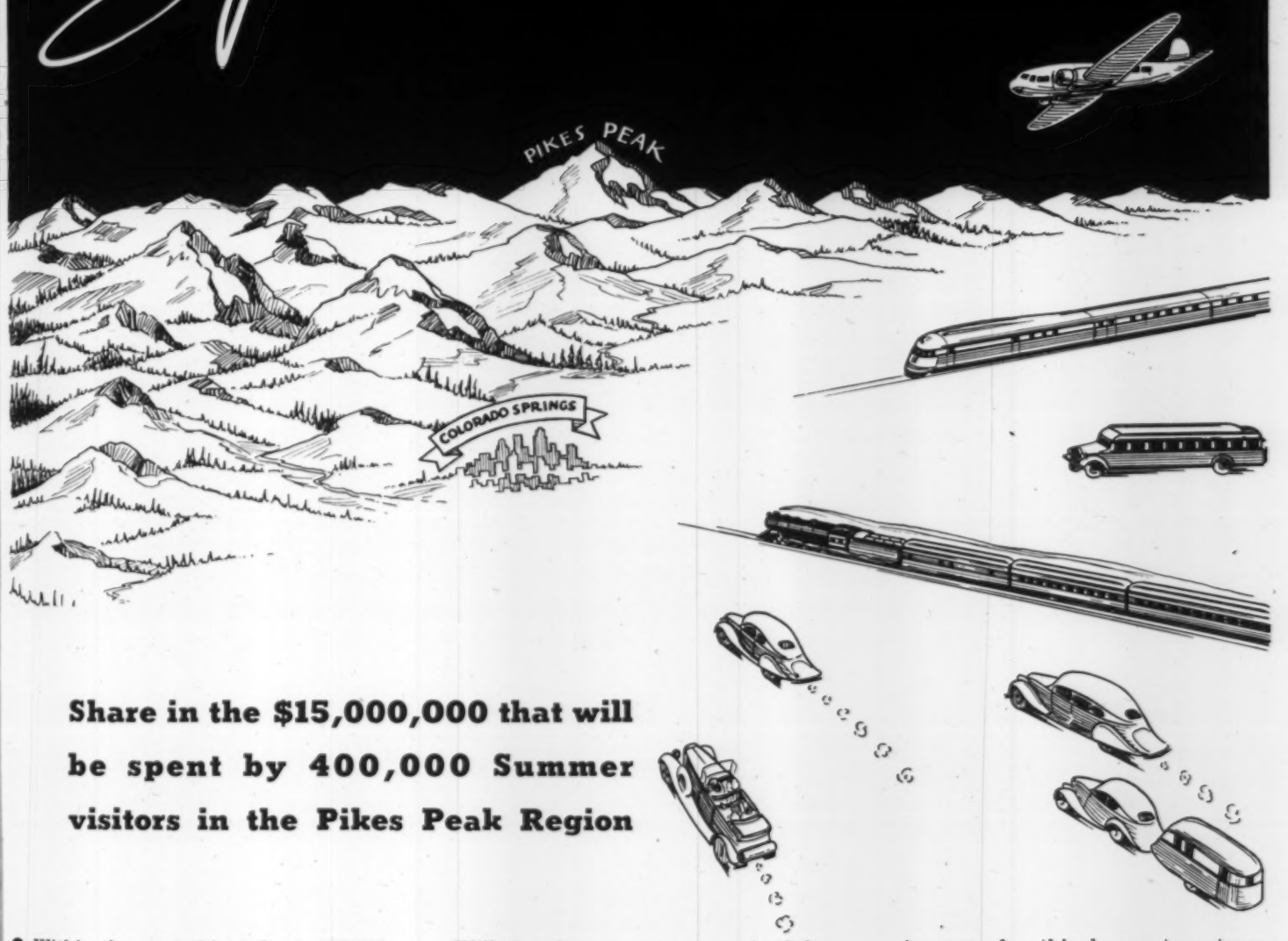
In filing its motion to intervene, asking for relief against both the plaintiff and the defendant, Decca claimed its interests were involved because it made the record of Crumit performed over WHN. Both WHN and Crumit opposed the motion. Justice Hammer, in granting the petition to intervene, said it was done without passing upon the sufficiency of the purported cause of action. The action, the opinion added, is without prejudice to the status of the case, which is set for trial May 3.

The appeal of WDAS, Philadelphia, to the Pennsylvania Supreme Court from the adverse decision of the Court of Common Pleas of Philadelphia in the case brought by Fred Waring to enjoin broadcasting of phonograph records was argued April 21 with former Attorney General William A. Schnader for the station and Morris J. Speiser, counsel for Waring and for NAPA. Decision was reserved by the seven judges with none likely before May 24 when the court reconvenes in Harrisburg. Mr. Speiser based his argument on a purported common law right of property of performers asserting band leaders were suffering from broadcasting of records. Mr. Schnader argued that even if a contract did exist between Waring and the phonograph manufacturer of the nature claimed, the station knew nothing about it and that certainly it could not be bound to observe contracts of which it had no knowledge.

One of the judges inquired if the station did not use the name of Waring whether there could be no claim of violation of the right of privacy, but Speiser contended it would make no difference.

It's going to pay advertisers well to

Spend THIS SUMMER IN COOL COLORADO



Share in the $15,000,000 that will be spent by 400,000 Summer visitors in the Pikes Peak Region

● Within the next thirty days, 400,000 of your best customers from the Middle and Southwest will begin transferring their buying for the summer months to Colorado Springs and the Pikes Peak Region. Within three months, these good customers of yours will spend $15,000,000 in the drug stores, food stores, hotels and restaurants of this air-conditioned area . . . at its soda fountains, toilet counters and filling stations.

Will they be your customers in Colorado as they were in Iowa, Missouri or Texas?

Spend this summer in Colorado. Be there with them on the station they'll be listening to.

Arrange for this low-cost customer insurance at once . . . and, at the same time, sell to a market which the year 'round spends twice as much per capita in retail stores than the national average.

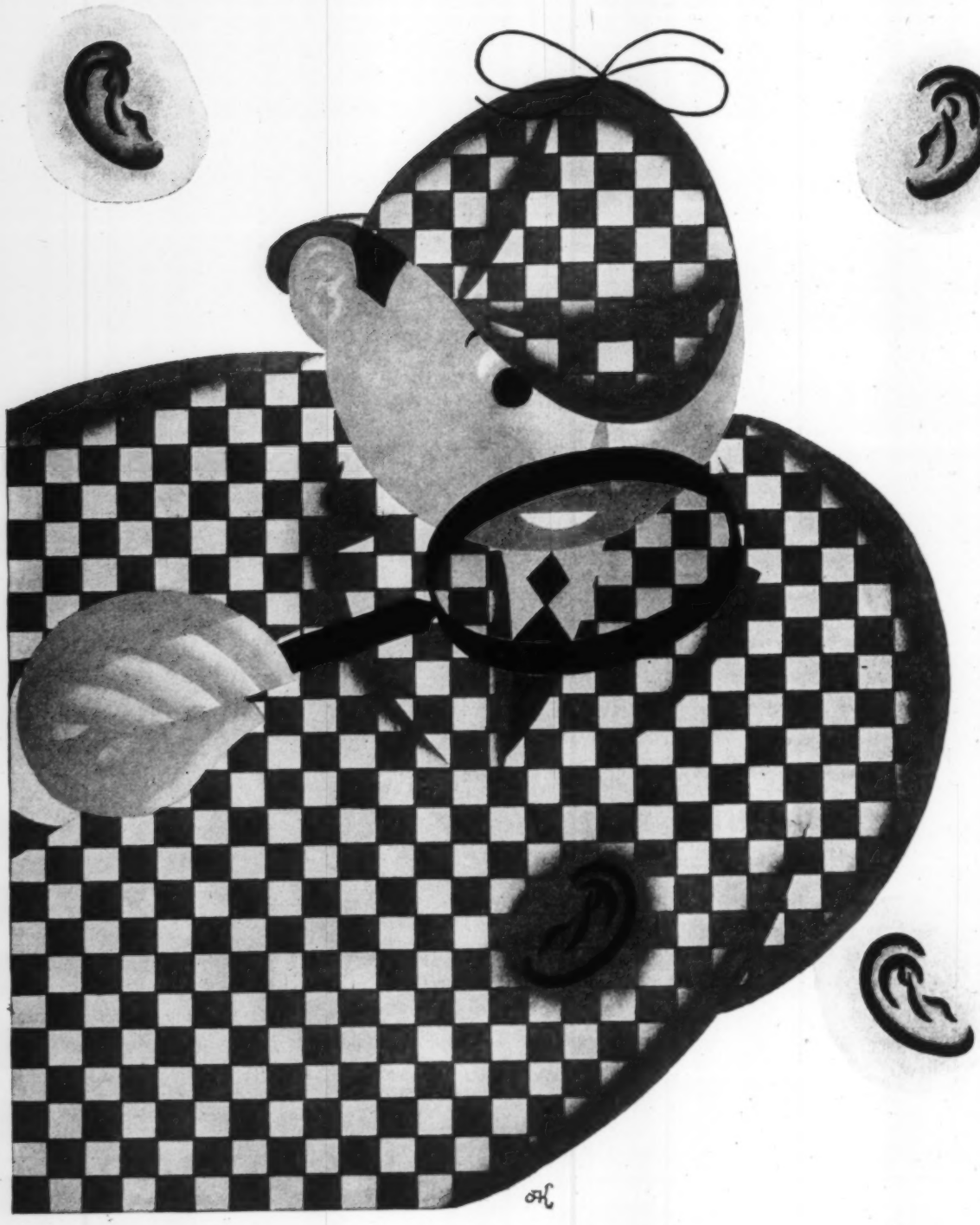
KVOR Colorado Springs

Associated with KLZ, WKY, and The Oklahoma Publishing Co.

1000 WATTS FULL TIME

National Representative— E. KATZ SPECIAL ADVERTISING AGENCY

SOLVING THE MYSTERY



OF THE LISTENING EARS

ROSS FEDERAL SURVEY UNEARTHS IMPORTANT EVIDENCE ON RADIO ADVERTISING IN HARTFORD

Experienced advertisers have long since discovered that when WTIC is the station used in the Hartford market, results show a startling improvement.

But no one (not even WTIC officials) could say exactly how many more ears are reached through WTIC. To clear up this mystery, the Ross Federal Research Corporation—radio's outstanding fact-finders—was employed to probe into the situation.

Their most important finding can be summed up in one sentence:

WTIC advertisers obtain on the average 149% more coverage than those using the next favored station.

Here are the facts—based on thousands of phone calls made from February 28th to March 6th—that back this statement up.

Of the radios turned on—

60.72% were tuned to WTIC
24.37% were tuned to the next most popular station
6.54% were tuned to the third most popular station
2.28% were tuned to the fourth most popular station
6.09% were tuned to all other stations

100.00% Total Calls

So much for the City of Hartford. In addition, WTIC covers all of Connecticut, western Massachusetts and good size sections of New York, Vermont and New Hampshire. In WTIC's primary coverage area is a high-income audience of 1,737,810. In its secondary area are an additional 1,660,626. An interesting brochure giving complete figures on the Ross Federal Survey will be gladly sent on request.

WTIC

50,000 WATTS
HARTFORD, CONN.

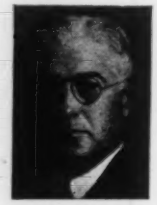
THE TRAVELERS BROADCASTING SERVICE CORP.
Paul W. Morency, General Manager

Member NBC Red Network and Yankee Network
James F. Clancy, Business Manager

Representatives: Weed & Co., 350 Madison Ave., New York, N. Y. — 203 N. Wabash Ave., Chicago, Ill.

FCC Bar Adopts New Rules of Ethics

Requirements Are Stiff; Repeal of Two-Year Ban Is Sought



Mr. Caldwell

STRINGENT ethical standards to govern the conduct of lawyers practicing before the FCC and aimed particularly at alleged use of political pressure have been adopted by the executive committee of the Federal Communications Bar Association, it was learned April 26, with the filing of new Canons of Ethics with the FCC.

At the same time, Louis G. Caldwell, president of the Bar Association, transmitted to the FCC a resolution adopted by the Executive Committee, directly relating to the Canons, and recommending that the so-called "two-year rule" of the FCC prohibiting FCC lawyers from practice before that Commission for two years after their departure be repealed. It recommended that the Commission prescribe that lawyers admitted to practice before it conform with the Canons of Ethics.

In this connection, the Canons specify that a lawyer having once held office or having been in the employ of the Commission, should not after his retirement accept employment in connection with any matter which "he has investigated or passed upon while in such office or employ, or with respect to which he has obtained confidential or special information as a result of his official position in the Commission".

Provisions of Canons

The resolution on the two-year rule concluded that the existing rule is unjust under certain circumstances and ineffective under others. In urging repeal, the resolution stated that any infraction of the Canons shall be "grounds for disbarment, suspension or censure, as the Commission shall determine, after proper notice and hearing". Further, the resolution suggested that the Commission refer to the Association the preliminary investigation of all complaints of such infractions, for report and recommendation to the Commission.

The year-old Bar Association adopted the Canons after protracted consideration by its Committee on Professional Ethics and Grievances, President Caldwell informed FCC Chairman Prall in a letter of transmittal. They were adapted from the Canons of Ethics of the American Bar Association, Association of Practitioners before the ICC and of other professional organizations of the Bar, he said.

The Canons, he added, result from "an earnest desire" of practitioners "to cooperate with the Commission in placing practice before the Commission on a plane that is highly ethical and moral and that is thoroughly consistent with the standard of public interest prescribed by Congress in the Communications Act of 1934".

The Canons cover practically every phase of relationship of counsel with Commission and client. One article strikes directly at "attempts to exert undue influence on the Commission." This article reads:

"Marked attention and unusual hospitality on the part of a lawyer to a Commissioner or any representative of the Commission, uncalled for or unwarranted by the personal relations of the parties, subject both to misconstruction of motive and should be avoided. A self-respecting independence in the discharge of duty, without denial or diminution of the courtesy and respect due the official station, is the only proper function for cordial personal and official relations between the Commission and the Bar.

"It is unethical for a lawyer to attempt to sway the judgment of the Commission or any representative of the Commission by propaganda, or by enlisting the influence or intercession of public officers or others or by threats of political or personal reprisal.

"In contested proceedings, it is improper for lawyers to communicate privately with a Commissioner, Examiner, or other representative of the Commission concerning the merits of a pending cause in the absence of opposite counsel or without notice to them. Lawyers at all times should refrain, in their communications to and discussions with the Commission and its staff, from going beyond ex parte representations that are clearly proper in view of the administrative work of the Commission."

Determination of Fee

Another article (7) covers fixing of the amount of the fee and prescribes that lawyers should avoid charges which overestimate their advice and services, as well as those which "undervalue them". "A client's ability to pay cannot justify a charge in excess of the value of the service, though his poverty may require a less charge, or even none at all." The article goes on to prescribe the manner in which the fee should be determined, and follows closely recognized standards of the American Bar Association.

In an article titled "Restraining Clients from Improprieties", the Canons state:

"A lawyer should use his best efforts to restrain and to prevent his clients from doing those things which the lawyer himself ought not to do, particularly with reference to their conduct towards the Commission and its officers. If a client persists in such wrong-doing the lawyer should terminate their relation."

The Canons condemn newspaper discussion of pending or anticipated litigation, holding that it may interfere with a fair trial before the Commission and otherwise prejudice the due administration of justice. "Generally, they are to be condemned," the article (14) states "If the extreme circumstances of a particular case justify a statement to the public, it is unprofessional to make it anonymously."

The Canons deprecate "stirring up" litigation, directly or through agents. Division of fees for legal services is called proper except with another lawyer and based upon a division of service or responsibility.

The right of an attorney or counsel to withdraw from employment, once assumed, arises only from good cause, states article 30. "The lawyer should not throw up the unfinished task to the detriment of his client except for reasons of honor or self-respect." Should a lawyer, for reason, withdraw from a case after a retainer has been paid, the attorney should refund such part of the retainer as has not been clearly earned, it is stated.

Criticism Invited

Other articles of the Canons deal with customary ethical standards prescribed by the American Bar Association and in practice before other government commissions. These cover advice to clients; conflicts of opinion; negotiations with opposing parties; adverse influences and conflicting interests; suing a client for a fee; how far a lawyer may go in supporting a client's cause; ill-feeling and personalities between advocates; treatment of witnesses and litigants; appearance of lawyer as witness for his client; advertising direct or indirect; upholding the honor of the profession and related matters.

In his letter to Chairman Prall, Mr. Caldwell brought out that the Executive Committee of the Association adopted the Canons at a meeting April 19. The copy was supplied the FCC after the time for filing of suggested changes had expired. The original report and draft was made by the Professional Ethics and Grievances Committee of which R. A. Van Orsdel, counsel for the Chesapeake & Potomac Telephone Co., Washington, is chairman. The Executive Committee comprises Mr. Caldwell and Ralph H. Kimball, Association vice-president, George O. Sutton, secretary-treasurer, Ben S. Fisher, Philip H. Hennessey, Jr., Duke M. Patrick, Frank Quigley, Frank D. Scott and Paul D. P. Spearman.

In advising the Commission of the adoption of the Canons, Mr. Caldwell said the Executive Committee would welcome suggestions and criticisms both from members and the general counsel of the FCC and from members of the Association. If the Canons are found incomplete or objectionable in any respect, efforts will be made promptly to remedy them, he said.

FIRE UNDER CONTROL MAN

WIOD Engineer Thinks and Acts Quickly When He Sees Blaze; KSO Covers Fire

QUICK thinking on the part of control operator Don Bentley of WIOD, Miami, brought to WIOD's early morning listeners a first hand account of a fire which destroyed the top floors of the Alcazar hotel, and endangered the lives of hundreds of guests, early on the morning of April 20.

Bentley, reporting for work about 6:30 a. m. saw the flames sweeping the upper stories of the Biscayne Boulevard hostelry. No announcer had as yet reported for duty. Bentley got on the job. He set up a microphone in the artists reception room on the fourth floor of the News Tower which overlooks the scene of the blaze.

Announcer Bill Pennell, crossing the causeway from his home in Miami Beach saw the smoke billowing up. He put on speed and arrived in the studios a few moments after Bentley had completed his microphone setup. For half an hour Pennell gave his listeners a vivid first hand description of the fire which sent guests scurrying to the streets in night clothing, and which resulted in four firemen being sent to the hospital for treatment for burns and other injuries.

* * *

WITHIN ten minutes after a spectacular blaze had been reported at the Sutherland Lumber Co. in Des Moines, April 23, Ranny Daly, KSO program director, had a staff covering the event and had it on the air. Engineers Johnson and Meyers brought a line to the scene, June Bilderback of the IBS traffic staff, kept informed on details brought in to the *Register & Tribune* news room and Daly and Gene Shumate had a story on the air from 12:30 until 2:30 a. m. The blaze occasioned $100,000 in damages.

WDEV Estate Problem

COMPLETE operation and management of WDEV, 500-watt daytime station on 550 kc. in Waterbury, Vt., along with the weekly *Waterbury Record*, have been turned over to Lloyd E. Squier and William G. Ricker pending settlement of the estates of Harry C. Whitehill, who died in 1935, and his widow Mary M. Whitehill, who died last Nov. 9. It is anticipated that the estates will be settled before the end of this year and since the will of Mrs. Whitehill stipulated that the station be turned over to Mr. Squier and Mr. Ricker, they are expected to become the new owners. Administrator of the estate, Charles B. Adams, holds the license.

KXBY Stock Division

FOLLOWING recent litigation, a new lineup in the stock ownership of KXBY, Kansas City, was reported to the FCC. The new stock setup in First National Television Inc., licensee, which also operates a commercial broadcasting and television technical training school, gives Sidney Q. Noel, general manager, 28%; Arthur B. Church, operator of KMBC, 18%; Sam Pickard, retired CBS vice-president, 13%. Mr. Noel is named trustee for the 13% represented by Mr. Pickard and 20% more represented by Leslie Herman, of New York.

MARGARET CHURCH, 17-year-old daughter of Arthur Church, KMBC president, has won second award in her high school literary society annual contest on her essay on radio. The title was "Frederick C. Bennett, Citizen of the World." Miss Church enters Wellesley next year.

NBC THESAURUS

ARTISTS AND ENTERTAINERS

POPULAR DANCE ORCHESTRAS

XAVIER CUGAT AND HIS WALDORF ASTORIA HOTEL ORCHESTRA
GEORGE HALL AND HIS HOTEL TAFT ORCHESTRA
HARRY RESER AND HIS ORCHESTRA
THE RHYTHM MAKERS ORCHESTRA—JOE GREEN'S NOVELTY ORCHESTRA

CONCERT ORCHESTRAS AND BANDS

ROSARIO BOURDON'S SYMPHONY ORCHESTRA
NATHANIEL SHILKRET AND HIS ORCHESTRA
FERDE GROFE AND HIS ORCHESTRA
ROBERT HOOD BOWERS' BAND

COMEDY AND NOVELTIES

SENATOR FRANKENSTEIN FISHFACE
DR. SIGMUND SPAETH, *Tune Detective*
HONEYMOONERS, GRACE AND EDDIE ALBERT
JOEY AND CHUCK, *comic cut-ups*
PINKY LEE, *the Sailor*

SPECIALTIES

BARONESS CACACE, *noted stylist*
VIRGINIA HAMILL, *interior decorator*
RAYMOND (CUCKOO) KNIGHT, *popular m. c.*
HOWARD V. O'BRIEN, *commentator*
ARTHUR F. PAUL, *gardening authority*

DISTINGUISHED ARTISTS

MARY LEWIS, *opera star*
RICHARD LEIBERT, *Radio City organist*
SAMUEL KISSEL, *noted violinist*
FRANK BANTA, *pianist*
RAY HEATHERTON, *Broadway star*
JOHN SEAGLE, *sacred singer*
THOMAS THOMAS, *Metropolitan Opera*

HILLBILLY AND COWBOY UNITS

FIELDS AND HALL MOUNTAINEERS
RANCH BOYS, *vocal quartet*
ARTHUR FIELDS AND FRED HALL
BETSY WHITE, *ballad singer*

VOCAL ENSEMBLES

REVELERS MALE QUARTET—MASTER SINGERS
BUCCANEERS MALE CHORUS—DREAMERS TRIO
MELODEERS WITH BETTY BARTHEL
TRINITY CHOIR—CAROLERS

Individual stars of the ranking of Dolly Dawn, Carol Deis, Dorothy Miller, Harry Reser, Carmen Castillo, Buddy Clark, Peg LaCentra, Johnny Hauser, Johnny McKeever, Don Reed and others

SOUND EFFECTS AND SCENE SETTING MUSIC . . . FIVE-MINUTE MYSTERIES
HOLIDAY AND SPECIAL EVENT PROGRAMS

For further information regarding THESAURUS Service, artists or programs, write

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service
ELECTRICAL TRANSCRIPTION SERVICE
30 ROCKEFELLER PLAZA, NEW YORK · MERCHANDISE MART, CHICAGO, ILLINOIS

New RCA 441-Line Television Proving Impressive in Tests, Asserts Mr. Lohr

IMPRESSIVE results are being procured by RCA in its radio television experimentation, using 441 lines and resulting in a received image approximately doubling in area the size of previous pictures, Lenox R. Lohr, NBC president, declared April 19.

In an address before the Board of Trade of Washington, Mr. Lohr explained that the new television receiver recently has been placed into experimental operation in New York. For nearly a year approximately 100 television receivers have been in use in the homes of NBC and RCA engineers and executives for experimental reception of RCA television transmitted from atop the Empire State Bldg.

Through introduction of a 12-inch cathode ray tube, replacing the former 9-inch tube, the size of the picture has been increased to approximately 7½ x 11 inches, Mr. Lohr asserted. The pictures are reflected from the cathode ray tube to a screen on top of the set.

The Time Question

Mr. Lohr also covered development in the ultra-high frequencies and in facsimile. He would hazard no guess as to when any of these developments would become practicable. In the case of television, he said at least a year would elapse and he would hesitate to say how many years after that.

The big question about television, Mr. Lohr asserted, is how well it will sell goods. He pointed out that the economic problem far transcended in importance the purely technical at this time. In connection with the technical situation, he said, there remain some rather difficult problems. Telephone lines of today, he pointed out, are capable of carrying up to only 5,000 cycles whereas television will require a band of some 2,000,000 cycles for network visual broadcasting. Experimental use of the A. T. & T. coaxial cable between Philadelphia and New York, which carries approximately 1,000,000 cycles, he said, has shown that the problem is not an insurmountable one.

WELCOME—Rev. James A. Wagner (on the right), managing director of WTAQ and WHBY, Green Bay, Wis., and Lincoln Deller, of the CBS station relations department congratulate one another upon signing the contract that made WTAQ a CBS affiliate April 11.

In addition to possible use of telephone lines to link television stations, Mr. Lohr said experiments had been conducted with shortwave relays which also give signs of promise. This would be accomplished, he said, by developing a radio "cascade" whereby the signals of one station would be relayed by shortwave to the other.

Progress Troubles

Those engaged in research and development of visual radio, Mr. Lohr emphasized, want to be absolutely sure that the technical aspect of television has been completely worked out before they begin consideration of the basic economic question of who will pay the bill. He explained that any slight change in the transmitter required a corresponding change in the receiver. Consequently, if television receivers were placed on the market on the basis of present development, there would be the danger of complete obsolescence with only slight modification of the transmitter. These modifications are occurring almost daily in the present experiments, he said.

This situation did not obtain with the development of sound broadcasting, he pointed out. The most antiquated crystal set and cats-whisker used in 1920, he pointed out, is still capable of receiving stations on the air today, since the changes in transmission do not affect reception at all.

The biggest economic questions confronting television, Mr. Lohr said, are: " Will it be commercial when it comes", and "how well will television sell goods?" The operating overhead of television, he emphasized, would be far greater than that of sound broadcasting. The entire routine of programming will be modified also. Performers must memorize their lines rather than read scripts; there must be actual scenery and stage settings, and the performers must be good-looking and have personality.

Facsimile has gone a long way technically, Mr. Lohr asserted. To succeed, he explained, a new development must be better and cheaper than the product or service it supplants. In the case of facsimile, he asserted, newspapers need not fear it as a competitor. Facsimile is much more expensive than the newspaper for the consumer.

Mr. Lohr predicted that broadcasting eventually will become wide-spread in the ultra-high frequencies. He asserted that propagation conditions for purely local reception are vastly superior to that in the broadcast band. Ample room for stations is available on a shared basis in the ultra-high frequencies, he said, and the day may come when every local area will have its own station.

WXYZ
DETROIT
PRESENTS
Eve Gladstone

A distinctive song-and-piano style has won a huge following for this popular WXYZ performer. Her versatility makes Miss Gladstone a favorite with production heads for whom she highlights many orchestral programs. Miss Gladstone—featured in a 15-minute daytime show — will afford some sponsor an opportunity to reach Greater Detroit's women buyers in a very effective and economical manner.

WXYZ
WHEN WOMEN LISTEN . . . THEY BUY!!

Realizing the tremendous buying power of Detroit women, WXYZ has—in the last 5 years—built a vast audience with daytime shows. An economical morning or afternoon show over WXYZ will insure the successful sale of YOUR product in Detroit's rich 40-mile market. FOR WHEN WOMEN LISTEN . . THEY BUY!

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit
Eastern Office: 550 Chanin Building New York, New York
Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago
Western Office: Russ Building San Francisco, Cal.

Standard Extends

SUPPLEMENTING its *Standard Symphony* series over an NBC-Pacific Coast network, Standard Oil Co. of California, through McCann-Erickson Inc., is placing a series of local symphony broadcasts on an open schedule over the California Radio System, comprising the four McClatchy and two Hearst stations in the state. The programs are being placed on intermittent schedule from various California cities.

"THERE'S GOLD IN THEM THAR FIELDS!"

COTTON today is at its highest price since pre-depression days, and Memphis bank clearings for the first three months of 1937 are more than $51,000,000 above the corresponding period for last year!

Real prosperity is entrenched in this great trade territory of Memphis . . . covered completely and continuously by Radio Station WMC . . proven to be the most popular and productive radio station in the entire Mid-South.*

See R. L. Polk, CBS-Price-Waterhouse, and Crossley Surveys

-From Facts Compiled By The Commercial Appeal

". . . new industries, cotton production, retail business as well as freight shipments have reached a new high, and Memphis has become recognized as the most important industrial and financial center of the Mid-South Empire."

• RED & BLUE NBC OUTLET •

5000 WATTS DAY
1000 WATTS NIGHT

WMC Memphis

OWNED AND OPERATED By THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"

NATIONAL REPRESENTATIVE:
E. KATZ SPECIAL ADVERTISING AGENCY

K

*Leads by More T

*Ross Federal Survey Corrected

Question 1.

To what radio station are you now listening?

40.68% *said* **KHQ**

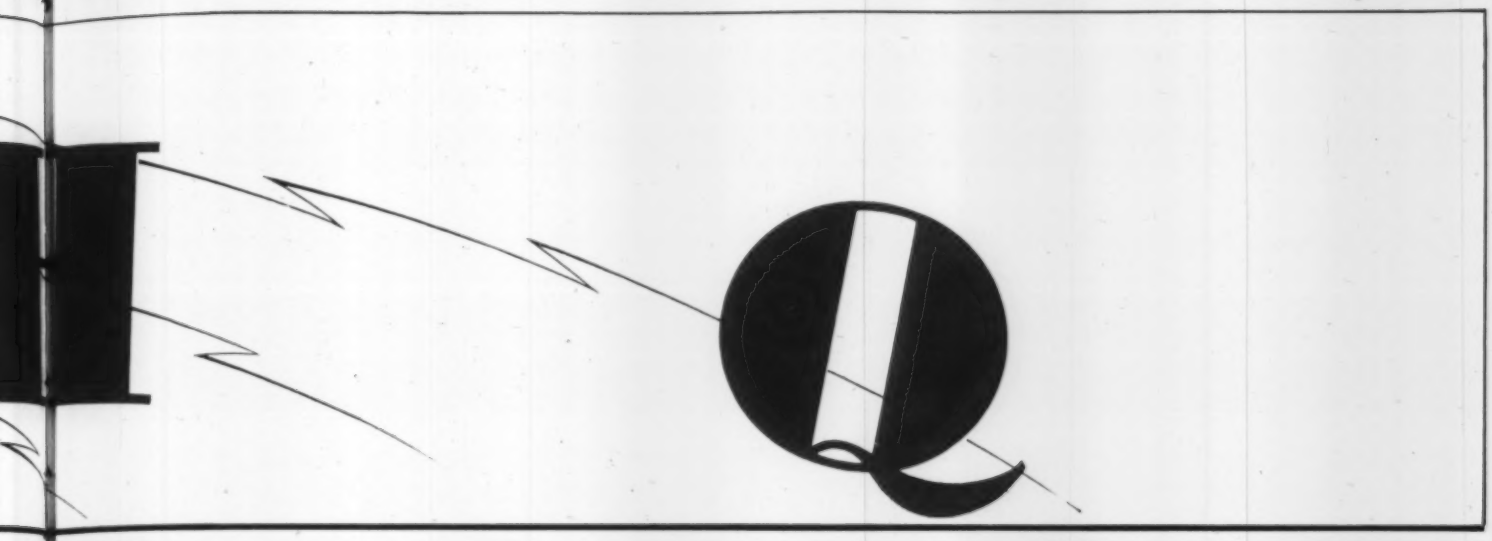
(Second Spokane Station -- 18.93%)

KHQ a more than two-to-one favorite over second Spokane station!

*Survey made February 1-7 while KHQ operated on 1000-watts power, (2000-watts daytime).

KHQ's new 803-ft. vertical radiator (tallest in the world) and transmitter building to house new high-fidelity Western Electric 5000-watt transmitter; now nearing completion.

XUM



e Than Two to One!

Covered 11,968 Calls in the Spokane Area . . . .

Question II.

What one radio station do you listen to most frequently when your radio is on?

38.61% *said* **KHQ**

(Second Spokane Station -- 11.74%)

KHQ a more than three-to-one favorite over second Spokane station!

Question III.

What station would you recommend to a national advertiser in this territory?

76% MORE **Dealers Recommended KHQ Than Any Other Spokane Station!**

Question asked of merchants in following lines:

Drugs	KHQ 77.77% more	Electrical	KHQ 83.33% more
Groceries	KHQ 41.66% more	Radios	KHQ 80.00% more
Gasoline	KHQ 114.29% more	Paints	KHQ 85.71% more
	Average	KHQ 76.08% more	

KHQ -- Owned and Operated by

Louis Wasmer, Inc., Spokane, Wash.

Edward Petry & Company, Representatives

XUM

AFA June Convention In New York to Stress Relations to Consumer

CONSUMER as an advertising factor will be the theme of the 33d annual convention of the Advertising Federation of America at the Hotel Pennsylvania in New York, June 20-23, according to H. B. Le Quatte, president of the Advertising Club of New York and chairman of the AFA program committee. A record breaking high in attendance is the aim of the national attendance committee headed by Sam K. Smith, president of the Advertising Club of Pittsburgh and the present enrollment indicates an increase over last year's attendance. "The national program committee is working", said Mr. Smith, "to present to the AFA visitors to New York in June the finest and most interesting convention program in the history of the Advertising Federation. The national attendance committee is keying its efforts to that promise. "Early indications are that the clubs and affiliated national advertising groups are taking unusual interest in the sessions of the convention this year. There are many new problems and methods to be discussed."

LOWELL THOMAS, the Sunoco commentator, has been nominated for the presidency of the Advertising Club of New York to succeed H. B. LaQuatte. Elections are May 10. The nomination makes election automatic.

SALVAGE CREW TESTS RADIO

WTMJ Picks Up Experiments of the "Lusitania" Expedition in Lake Michigan

THE *LUSITANIA* Salvage Expedition tested its diving apparatus April 10 when Capt. John Craig and Max Nohl, deep-sea divers, went 58 feet beneath the surface of Lake Michigan. Aboard the Coast Guard Cutter *Antietam* were engineers and announcers of WTMJ, Milwaukee, who relayed descriptions to NBC-Blue.

Russ Winnie, WTMJ announcer, stationed on the *Antietam*, carried on a three-way conversation with the divers whose suits were equipped with headsets and microphones. The results of the test indicate that broadcasts from the hulk of the *Lusitania* to be made next month when divers will attempt to raise her $20,000,000 treasure, will be most successful.

Dan Gellerup, technical supervisor of WTMJ, included the following facts in his engineering report. The equipment used was a medium low-frequency broadcast relay transmitter, WJER, with an output of 7½ watts and the talk-back circuit was a 7½-watt ultra-high-frequency relay transmitter, W9XAZ. Speech circuits consisted of WE 22A amplifier and three WE 633A microphones. A four wire shielded cable was installed in each diving suit, the circuits of which were free from any feedback even though the decibel gain from the circuits was of the order of 70 decibels.

The microphones were built in as an integral part of the breathing tubes in the helmets and the headphones were fitted into skull caps. The only trouble encountered during the broadcast was caused by the gas-driven generator, the tank of which was in the base equipped with suction feed. When the ship started to roll the carburetor drew air which caused the engine to sputter and die. Total interruptions were less than two minutes and a gravity feed tank would eliminate this trouble.

NORMAN BROKENSHIRE, pioneer announcer is making a strong "comeback" at WOR, Newark, reports that station. In the short space of four weeks, during which he has been heard as master of ceremonies on a half-hour variety sustaining show over WOR-Mutual, he has been signed for four sponsored programs.

Joint Committee of 15 To Consider Rural Study

A MEETING of the Joint Committee on Radio Research, representing the NAB, Association of National Advertisers and American Association of Advertising Agencies, has been called by Chairman John Benson for May 11 in New York. The session will consider plans for a rural coverage survey. Some misunderstanding, it has developed, resulted from original plans for such a survey, and a mail vote on it failed to yield a satisfactory answer. As a consequence, Mr. Benson called the session, which follows a meeting of the Technical Committee held in New York April 27.

The Joint Committee was created two years ago with the objective of devising plans for establishing a cooperative radio research bureau which would become the radio counterpart of the Audit Bureau of Circulations in the printed media field.

KAND Nears Completion

KAND, new 100-watter on 1310 kc. in Corsicana, Tex., will go on the air some time between May 15 and June 15. Construction work on the new station, which J. C. West, local merchant, recently was authorized to build, is now under way, with H. C. Slife, of the East Texas Broadcasting Co. (KGKB and KOCA), supervising the installation of a composite transmitter designed by John Sheppard, KGKB chief engineer. B. C. Boatright, formerly chief engineer of KIUN, Pecos, Tex., will be chief engineer.

Spring Fever?

Don't fight that dopey, sleepy feeling of spring fever that makes you long to get out in the balmy air and relax. If you think you have to stay at your desk to keep things going, perish the thought. Just call KWK, or our representative, arrange for a campaign and turn the minor details over to your assistant. All he will have to do is see that the orders are filled. Of course there will be an increase but he shouldn't have any trouble.

THOMAS PATRICK INC.

HOTEL CHASE · ST. LOUIS

REPRESENTATIVE PAUL H. RAYMER CO.

NEW YORK CHICAGO SAN FRANCISCO

KWK

Radio's First MARKET DATA EDITION

Will Be Published as the

NAB CONVENTION ISSUE

of

BROADCASTING

Broadcast Advertising

Out June 15

The 1937 Convention Issue of BROADCASTING will be something NEW — a Radio MARKET DATA Edition.

Among other valuable features, the MARKET DATA Edition will contain forty-eight full-page radio maps of the States. These maps are broken down by counties, and show all cities having radio stations. Another half hundred pages will carry Radio Market Data indispensable to advertisers and agencies in planning campaigns.

These data include such information as: Broadcast stations listed alphabetically by cities, call letters and assignments; receiving set census by counties, population figures, retail outlets and sales and much other useful information. The formula used in building these data represents the best judgment of a group of outstanding agency executives consulted by us.

BROADCASTING'S NAB CONVENTION ISSUE is a worthy supplement to its Yearbook Number as a standard reference that is saved and used many times during the year. It offers you an exceptional advertising opportunity—at NO INCREASE IN RATES.

As usual, the Convention Issue will have complete distribution before and during the Chicago Convention.

Write or Wire for Rates and Further Information.

Reserve Space NOW • Advertising forms Close June 1 •

Richfield Oil Shifts; H. C. Bernsten Disbands

HIXSON - O'DONNELL Inc., Los Angeles advertising agency, has taken over the Richfield Oil Corp. account, succeeding H. C. Bernsten Adv. Agency, that city, announcement being made April 23 by H. C. Bernsten. Mr. Bernsten, long prominent in Pacific Coast advertising and radio, has handled the Richfield account since 1929, both prior to and throughout the oil company's receivership recently terminated by reorganization. In announcing his withdrawal from the account and disbandment of his agency, Mr. Bernsten stated that he would take an extended vacation trip with his family. Upon his return to Los Angeles late in the fall he will resume his advertising agency activities.

Hixson - O'Donnell Inc., which also handles the Rio Grande Oil Co. account, moves from the Subway Terminal Bldg. to the Richfield building May 1. Principals of the agency are R. M. Hixson, Julian E. O'Donnell and G. K. Breitenstein.

White House Greetings

A TELEGRAM of congratulations from President Roosevelt featured the program dedicating the elaborate new studios and transmitting equipment of KFRU, Columbia, Mo., April 10. The President wired: "I am glad to extend my greetings to the people of Missouri and the great Middle West on this occasion of the formal opening of the new broadcasting studios and transmitter of radio station KFRU. Radio broadcasting has proved itself one of science's greatest gifts to mankind in this generation." Presentation of the studios was made by Gov. Stark of Missouri, C. L. Thomas, KFRU manager, and Elzey Roberts, president of KFRU and publisher of the *St. Louis Star-Times*.

RICHARD HIMBER, orchestra leader, on program titled *Champions* for Studebaker Corp., Detroit, on NBC-Blue Monday evenings, has been named producer and director of the show and plans to build his broadcasts around various stage and radio stars, acting as impresario, master of ceremonies and comedian.

West Virginia Net Formally Opened

Charleston Building Dedicated Before Distinguished Guests

Mr. Watters

Mr. Kennedy

FORMAL inauguration of the new three-station West Virginia Network, headed by John A. Kennedy, former Washington newspaper correspondent now publisher of the *Clarksburg Exponent*, took place April 24 with the dedication of the new West Virginia Network building at Charleston which also houses the studios of WCHS. Nearly 1,000 state, national and radio notables attended the dinner-dance, broadcast and other ceremonies in the big auditorium-studio building, said to be the largest of its kind in the world.

The entire structure in downtown Charleston is devoted to radio, being 66 to 77 feet wide and nearly 200 feet deep and having a seating capacity of 3,000 and a total capacity of 5,000. Studio and office space occupies half of the balcony arrangement. The stage is also used as a studio. The floor of the auditorium, which is virtually a theater, is made available for hire for dancing, concerts, recitals, etc., as well as for paid admission to several broadcasts.

Keyed from WCHS and using Class A lines, the West Virginia Network also includes WPAR, Parkersburg, and WBLK, Clarksburg. The network is fed not only from its Charleston key but by CBS. WCHS was recently purchased by Mr. Kennedy, as was WPAR, while WBLK is a newly-authorized station which first went on the air last month. Its call letters are formed from the initials of Mrs. Kennedy, Bruce Lee Kennedy.

Mr. Kennedy is general manager of the network. Mortimer C. Watters, formerly commercial manager of WHEC, Rochester, is network director and station director of WCHS. Nicholas Pagliara, also formerly with WHEC, is network program manager, with D. Clete Lochner, also from WHEC, dramatic director. Odes Robinson, former chief engineer of WIRE, Indianapolis, is network chief engineer. Mr. Robinson designed the big auditorium-studio layout.

Distinguished Guests

These men are the directing heads of WCHS as well as department managers for the network, but Bill Bradley is WCHS chief engineer. At WPAR, L. L. (Jake) Jacquier, formerly with KTSA, San Antonio, and WIRE, Indianapolis, is station director and commercial manager, with Marion McDowell as chief engineer. At WBLK Harold McWhorter, former co-owner of WPAR, is station director and commercial manager, Don McWhorter is program director and William Heitzman is chief engineer.

The April 24 party brought a turnout that included Gov. Holt and Senator Neely, among other West Virginia notables; H. L. Shott, operator of WHIS, Bluefield; W. C. McKellar, manager of WCAZ, Huntington; John J. Karol, CBS market research director; Peggy Stone, CBS station relations department; Ben Fisher, Washington attorney; D. E. (Plug) Kendrick, former operator of WIRE, Indianapolis. Among the broadcast speeches was one by Judge Ira E. Robinson, former chairman of the old Radio Commission, from the Clarksburg studios of the network. A guest of honor also was Suzanne Fisher, Metropolitan Opera Star and a native of West Virginia.

WBNS

COLUMBUS, OHIO

best for test!

As of April 1st, 1937;

29 National Advertisers now using WBNS, Columbus.

ONLY CENTRAL OHIO CBS OUTLET

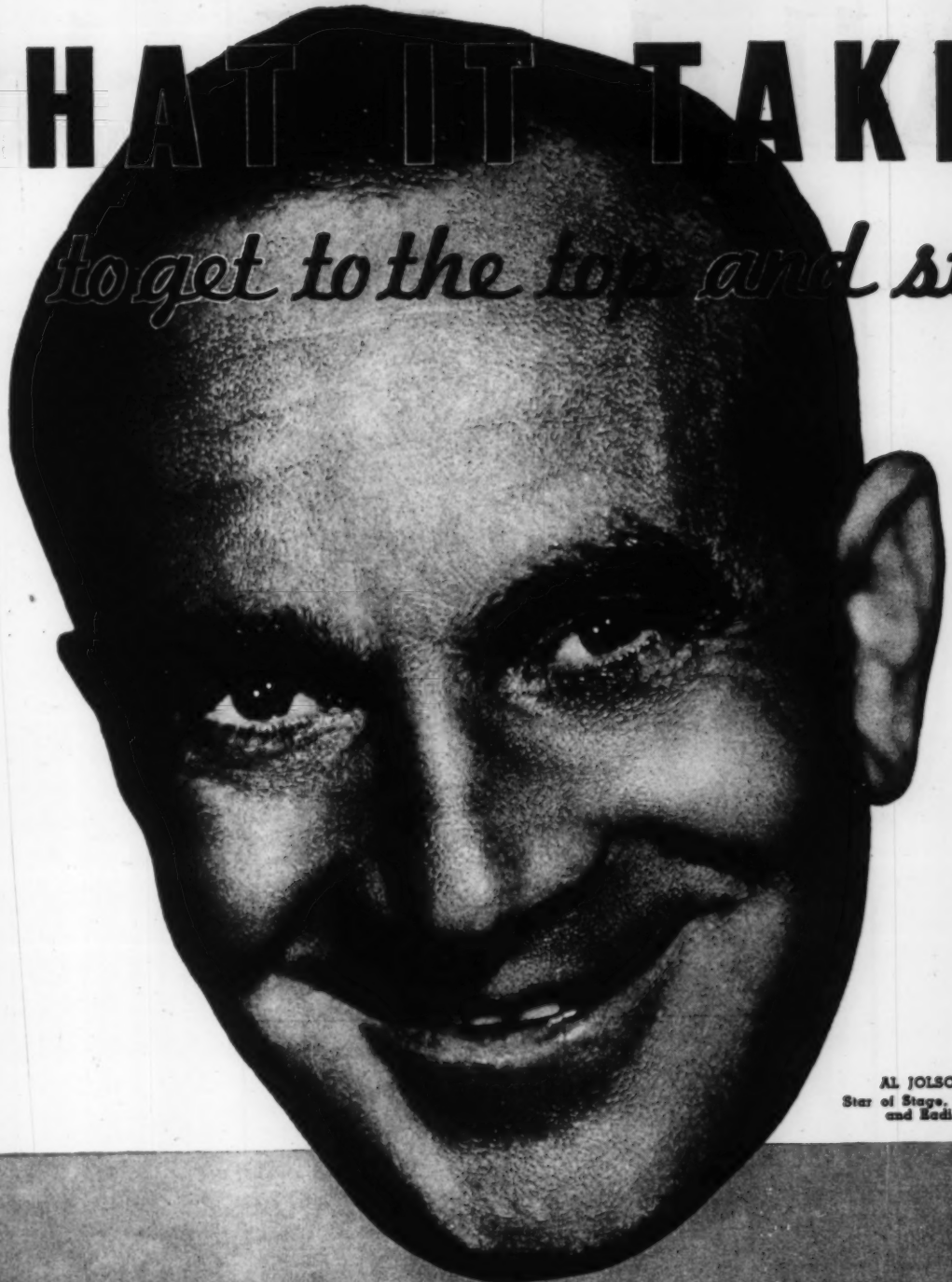
Reps. JOHN BLAIR & CO.

Delv in New England

WASEY PRODUCTS Inc., New York, has extended the broadcasts of Jack Berch, "singing salesman", on WOR, Newark, to include WEAN, Providence. Programs, sponsored in the interests of Delv cosmetics, are broadcast from 9:45 to 10 a. m. (EDST) on Mondays, Wednesdays and Fridays. Agency: Erwin, Wasey & Co. Inc., N. Y.

WHAT IT TAKES

to get to the top and stay



AL JOLSON
Star of Stage, Screen and Radio

PERSONALITY

. . . is what has made KLZ top favorite in Denver, too!

● There are thousands of mammy singers but only ONE Al Jolson. They can copy everything he's got but the one thing that makes him stand out from all the rest . . . the thing that hypnotizes people, holds them, gets under their skins.

Institutions have personality, too. And the personality that KLZ has established for itself in the Denver-Rocky Mountain Region is one that has stamped itself indelibly on public consciousness.

KLZ is vivid, vital, alive. It does things that people look at, listen to and talk about. It steals the show in Denver.

KLZ has what it takes to make your product click in the Denver-Rocky Mountain Region . . . . the quickest route into the hearts and homes of this area.

KLZ *Denver*

CBS

Affiliated in Management with WKY and the Oklahoma Publishing Co.

Representative E. KATZ SPECIAL ADVERTISING AGENCY

All the World's a

RADIO MAKES THE CORONATION A NEIGHBORHOOD AFFAIR

On May 12, 1937, the first British Coronation ever given to the world by radio will come to America... "RCA all the way!"

a Neighborhood—

Thanks to Radio!

GREAT BRITAIN'S neighbors all over the world will tune in on the Coronation. They will hear the sound of tramping feet, hoof-beats, the wheels of the royal coach, from Buckingham Palace to Westminster Abbey and back again... bands playing... the rattle of sabres... the cheers and remarks of millions of onlookers... the service in the Abbey... and a running-fire description from the lips of skilled commentators.

NBC's picked staff will tell the story, using microphones and transmission equipment built by RCA Victor. RCA Communications will speed the description across the Atlantic. NBC's Red and Blue Networks will carry it into millions of American homes, where RCA Victor radios will reproduce it with faithful accuracy. While this is going on, RCA Communications will also be sending photographs of the procession across the Atlantic, and you can see the pictures in your afternoon paper while the parade is still actually going on in London!

In today's world-neighborhood of radio, the RCA Victor dealer occupies an outstanding position. He connects the RCA family of radio services with 25 million families of radio patrons. He shares the prestige of the only organization active in every branch of radio. His merchandise embodies the complete range of actual radio experience... from microphone to receiving set... expressed in the phrase "RCA all the way!"

Listen to "The Magic Key" every Sunday, 2 to 3 p. m., E.D.T., on NBC Blue Network

RCA MANUFACTURING CO., INC. RCA INSTITUTES, INC.
RCA COMMUNICATIONS, INC. RADIOMARINE CORP. OF AMERICA
NATIONAL BROADCASTING CO.

RADIO CORPORATION OF AMERICA · *Radio City, New York*

Everything in radio for service in
Communications . . . Broadcasting . . . Reception

BROADCASTING and Broadcast Advertising

Published by
BROADCASTING PUBLICATIONS, Inc.

Executive and Editorial Offices:
National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Subscription Price: $3.00 per year–15c a copy–Copyright, 1937, by Broadcasting Publications, Inc.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager
NEW YORK OFFICE: 1270 Sixth Ave., Rockefeller Center, Telephone - COlumbus 5-3815
BRUCE ROBERTSON, Editorial ● NORMAN R. GOLDMAN, Advertising
CHICAGO OFFICE: 360 N. Michigan Ave., Telephone - CENtral 4115 ● HAL TATE
HOLLYWOOD OFFICE: 6331 Hollywood Blvd., Telephone GLadstone 7353 ● DAVID H. GLICKMAN

Raiding Radio

NEWSPAPER headlines herald the filing by Uncle Sam of an anti-trust suit against the Aluminum Company of America, seeking its dissolution as an alleged illegal monopoly.

Another anti-trust action filed by Uncle Sam nearly three years ago against another alleged illegal monopoly has been practically dormant for a year and a half—the suit seeking dissolution of ASCAP and its Tin Pan Alley associates, as a price-fixing monopoly.

Why the delay? We hear recurring rumors that the suit will never be tried—emanating mostly from that same Tin Pan Alley. The case was adjourned in June, 1936, to "stipulate the record" as the lawyers call it. The Government has spent much money on the case, having assigned to it several lawyers as special assistants to the attorney general, on a fulltime basis. It filed suit after an exhaustive study and after concluding that ASCAP was a combine that ran counter to the anti-trust laws.

At this time radio is being raided from all sides. ASCAP isn't alone in demanding its pound of flesh, organizations having been formed to exact from radio more tribute on performance of phonograph records on the ground that the performer has an "artistic right". And, as reported in this issue, unionized musicians are on a rampage for a guaranteed return of 10% of the collection of all stations for local musicians. What will be proposed next only tomorrow's mail will tell.

Uncle Sam may be wrong in its anti-ASCAP suit. The only way to get the answer is to procure a final adjudication without delay. Only in that way can equity and justice prevail in the music field, and the onslaughts of other groups, with itching palms inspired by ASCAP's scintillating success, be thwarted.

Canons Of Ethics

AMID fast-flying charges of political wire-pulling at the FCC, the Federal Communications Bar Association comes forward with a new code of ethics to govern practice of lawyers. While in general the codes follow the canons of other law groups, certain of the provisions are shaped to meet squarely the issues presented in connection with FCC practice. It deprecates any efforts by counsel or client to "exert undue influence" on the Commission and brands as unethical any attempt to enlist the influence or intercession of public officials or others in FCC matters.

On the so-called two-year rule, now barring from practice any attorney leaving the FCC for two years after his retirement from government service, the Association advocates its repeal in a separate resolution. And in the canons, it specifies that an FCC lawyer should not, after his retirement, accept employment in any matter which he had investigated or passed upon while in public office or on which he had obtained confidential or special information by virtue of his official position. That appears to be more than ample safeguard.

If the Association does nothing else, it will have justified its creation through the adoption of these standards and through their rigid observance by its members.

An Audience Dissected

SOME of the complaints about broadcast coverage surveys and audience habits have been more or less justified, and much of the mud-slinging from adjoining yards has been aimed at this vital spot.

But even the most prejudiced broadcast baiter will search long for ammunition in the penetrating volume coming off the presses under CBS auspices and carrying the title *Radio in 1937*. So anxious is the network to avoid the taint of bias that it mentions CBS only once, and that is the signature.

In excerpting this exhaustive array of audience statistics on another page, BROADCASTING offers many of its highlights. The compendium presents cross-sections of the listening group from dozens of angles and besides bringing up-to-date the *Radio in 1936* published a year ago, it incorporates a vast amount of facts based on a painstaking sample.

Radio in 1937 is a well-considered example of broadcast promotion. It is full of facts, painlessly presented, and belongs on the shelves of all who have occasion to take an interest in the whys and size of the great loudspeaker congregation.

Border Action

It is one thing to enact laws and another to enforce them. Congress decreed against outlaw border stations operated by Americans by cutting off their sources of program supply from this country. That law has been violated with impunity. Within the fortnight, Norman Baker, operator of XENT, across the border from Laredo, and two associates, were convicted for illegal conveyance of transcriptions across the border. That is the follow-through. That the FCC legal staff did an excellent job of handling the litigation, is reflected in the heavy fines and sentences imposed.

The RADIO BOOK SHELF

LISTEN IN, an American manual of radio, by Maurice Lowell, production director of NBC, Chicago [Dodge Publishing Co., New York, $1.50], is written for both the general public and those who want to enter the professional field of radio. The book includes practical suggestions to script writers, artists, announcers and directors, as well as a working vocabulary of radio language.

EXCERPTS from some of the broadcasts on world events heard over CBS during the last three months of 1936 and carried from foreign countries are published in a 128-page booklet *We Now Take You To* published by CBS as a foreign affairs supplement to its quarterly *Talks*. The booklet shows that last year CBS arranged 311 broadcasts from 27 foreign countries, almost double the number in 1935.

A TECHNICAL discussion of NBC's current experiments, in collaboration with RCA, in studio facilities for television, first of a series of similar papers to be published from time to time, leads the April edition of *RCA Review*, quarterly technical journal published by RCA Institutes.

Toward Stability

RADIO is undergoing a physical rejuvenation. Millions are being spent in new studios, equipment and appurtenances. Scan this issue and you will find reports of a dozen different projects completed, under way or in contemplation.

Station owners, ever fearful of the future because of a six-month license and a law which permits anyone to hail them into hearing on renewal of their licenses, have decided to take the risk admittedly involved. But they realize that these investments will tend toward greater stability and perhaps help toward the goal of longer licenses and resultant increased security.

It has been no small wonder that broadcasters have been loath to venture too far on investment. Financiers who know their investments have repeatedly branded radio as perhaps the most hazardous of business enterprises. Moreover, irresponsible statements about broadcasting as an industry and about the men who regulate it have found a ready press of late.

In spite of all the travail that sometimes besets radio, we have an abiding faith in its future. The American system has proven itself superior to that of any other plan. The people, who in the final analysis foot the bill, are for it. Sniping minorities can and do irritate. But they cannot win against an industry that has more than justified itself.

We Pay Our Respects To —

JOHN MILTON HENRY

WHEN the owners of the Central States Broadcasting System—comprising KOIL, Omaha, and KFAB and KFOR, Lincoln — decided to elevate John Henry to the general managership, it surprised few of his friends and associates among the broadcasting and advertising fraternity. Possibly it was a surprise to John Henry himself, for he is a mild-mannered, retiring sort of chap who likes to think of himself as being first and foremost a writer. He likes nothing better than to sit down at the "old mill" and dash off a mystery yarn, a series of quips or a radio continuity; he thinks his success in radio is due more to his ability to pick good men and let them run their own show than to any particular executive talent on his own part.

John Henry, unlike his great namesake the legendary mighty man of Negro folklore, suffers from no delusions of grandeur. Nose to the grindstone, capable staff, exceptional production and promotion methods—these are the attributes of radio managerial capacity he can claim. If there is any superstition in his makeup, he has it only for the date May 8—for it was on a May 8 that he left college to enter the business world. It was on May 8 that he went to work as a reporter on the *Council Bluffs Nonpareil*, on a May 8 that he left that newspaper to enter radio, on a May 8 that he first joined KOIL, on a May 8 that he was promoted to his present position.

On May 8 he will move into his new home, which is the Hilltop studios of KOIL, remodeled into a residence. This home, atop a bluff overlooking Council Bluffs and Omaha, was the original home of KOIL, and was, incidentally, the first building in the United States constructed especially and exclusively for a broadcasting station.

John Milton Henry was born March 1, 1895, on a farm in Silver Creek Township, Pottawattamie County, Iowa. Reared on the farm, he attended rural school, and later got himself a pair of bowed legs riding a horse to nearby Macedonia high school. Being graduated, he attended University of Kansas as a special student in journalism, but he quit college to publish a one-man weekly in Macedonia, Ia. He leased the newspaper to become a cub reporter on the *Council Bluffs Nonpareil*, rising to the city editorship and then to the managing editorship with an ownership interest. He stayed with the *Nonpareil* until 1929 when he quit to lecture, write—and lose money.

In 1931 he approached the management of KOIL with some suggestions about radio which were adopted, and he was engaged to carry them out. He was named program director, succeeding Harold Shubert (the Abie of *Abie's Irish Rose*); shortly thereafter he became commercial manager, succeeding George Roesler, and in 1932 he became manager, succeeding Don Searle, now manager of WIBW, Topeka, and owner of KMMJ, Clay Center, Neb.

When in 1933 the owners leased KOIL to the operators of KFAB, John Henry was named Omaha manager. The Central States group also had KFOR, and he was made general production manager for all three stations. He remained in Omaha where the weekly average production is about 60 programs and where many of the group's staff of 109 persons are located.

Possibly his newspaper background and the public relations acumen it develops led to the agreement on the part of the owners to select Henry to head up the entire group, which is now 49% owned by the *Lincoln Star* and *Lincoln Journal*, yet is able to maintain cordial and mutually beneficial tieups with the *Omaha World-Herald* and *Omaha Bee-News* and *Council Bluffs Nonpareil*. As a newspaperman and writer, he still turns out an occasional mystery yarn for the magazines and his book on paragraph writing is still used as a college textbook. Occasionally a radio romance yarn appears in a magazine, but with his "other" name attached to it.

He was married to Grace Davis Wood in 1923, and they reside with 2½-year-old Patrick Henry and still younger Paulla Henry, in Council Bluffs, across the river from Omaha. Curly-headed Pat is John's chief hobby and story-writing is a secondary interest. He takes a keen interest in politics, though he confesses that the one time he ran for Congress in a Democratic year figuratively "stripped me to my mental underclothing." He owns several farms and, having earned his way through college training horses, it is his fond hope to retire to the Henry farms some day and "teach the nags to sit down and say 'Uncle', the breath striking the roof of the mouth just back of the teeth, in the best Central States Broadcasting System production department manner."

PERSONAL NOTES

MAX BENTLEY, managing editor of the *Abilene* (Tex.) *Reporter-News*, on April 22 became manager of KRBC, Abilene, succeeding W. W. Robertson, who returns to his former duties as chief engineer of KRBC, and its affiliated stations KBST, Big Spring, and KPLT, Paris. No other staff changes are being made.

DON ROBBINS, sales department of McClatchey stations assigned to West Coast offices of NBC and CBS, has been recalled to KFBK, Sacramento, during reorganization of its sales department. Will A. Thompson Jr., former commercial sales manager of KFBK, has resigned to join the merchandising department of Chevrolet Motor Co.

HAROLD A. LAFOUNT, former radio commissioner and now associated with Arde Bulova, in the supervision of the radio interests of the watch manufacturer and broadcaster, has established New York offices at 580 Fifth Avenue. He will continue to reside in Washington, however.

GEORGE J. PODEYN, formerly with B B D & O and Fuller & Smith & Ross, Inc., advertising agencies, has joined World Broadcasting System's sales department in New York.

D. E. (Plug) KENDRICK, who recently sold his interests in WIRE, Indianapolis, has returned to his home at the Washington Apartments, Nashville, after a vacation trip to Eagle Pass, Tex., where he recuperated from his illness on a ranch. He expects to return to the active broadcasting field shortly.

"BUD" Cherington, formerly with WIBM, Jackson, Mich., has joined the commercial staff of KWOS, new local station recently established by the *Jefferson City* (Mo.) *Tribune*. "Pem" Gordon, former director of the old WOS, Jefferson City, is KWOS manager.

JOE MATHEWS, formerly of WHBF, Rock Island, Ill., has joined the Central States Broadcasting System sales force in Lincoln, Neb., selling for KFAB and KFOR.

LOUIS K. SIDNEY, managing director of WHN, New York, is spending several weeks on the West Coast.

ARTHUR L. FORREST, formerly in the marketing division of Hearst Magazines Inc., has joined the NBC statistical division in New York. Another addition to the department is John R. Carnell, former instructor at the Albany Business College.

J. FRANK BURKE, owner of KFVD, Los Angeles, left April 28 for Vancouver, B. C., to embark on a three months world tour.

ERNEST D. KOSTING, formerly advertising manager of Saks department store, New York, and more recently with Abraham & Strauss, Brooklyn department store, has joined the sales promotion staff of CBS in New York as copy writer.

THAYER RIDGWAY, for the past three years national advertising and promotion manager of the *Los Angeles Illustrated Daily News* and *Evening News*, has joined KHJ, that city, as account executive. He was associated with KHJ in 1931-32 as promotion and advertising expert.

BURT LAMBERT, Hearst Radio national salesman, and Mrs. Lambert are the parents of an eight-pound daughter born April 8. The baby has been named Sandra Ann.

LITTLEPAGE & LITTLEPAGE, Washington attorneys, have removed their offices from the Union Trust Bldg., to Suite 620-626 Bowen Building.

ALEXANDER SHERWOOD, business consultant in broadcasting, has transferred his address from Omaha, Neb. to 360 N. Michigan Ave., Chicago.

M. L. PETERSON has been added to the sales staff of KFRC, San Francisco. He was formerly manager of the Salt Lake City office of the Pacific Railways Advertising Co.

THOMAS LUCET, senior salesman at WHDH, Boston, and Mrs. Lucet are parents of a baby boy.

E. M. DOERNBECKER, president of KVI, Tacoma, is confined to the Maynard Hospital, with a stomach ailment.

LEONARD LEWIS, former radio editor of *Printer's Ink*, has joined World Broadcasting System in a promotional capacity.

L. L. JACQUIER, formerly commercial manager of WIRE, Indianapolis, is now with WPAR, Parkersburg, W. Va., as station director.

R. S. LARKIN, sales manager of 3UZ, Melbourne, Australia, who has been on a tour of American radio centers studying commercial broadcasting methods since last February, sailed April 27 from San Francisco on the *S. S. Mariposa*, returning to Melbourne.

CLAIR B. HULL, manager of WDZ, Tuscola, Ill., has been elected president of the local Rotary club.

G. A. McDERMOTT, formerly of WTAD, Quincy, Ill., has joined the commercial staff of KFEL, Denver.

STANLEY R. BATEMAN has resigned as sales manager of WDRC, Cincinnati, to accept a position with Burhardt Bros. Co., that city.

ROY TURNER, former secretary of the Calusa County (Cal.) Farm Bureau, is the new head of the KGMB, Honolulu, sales force, having joined the station in January. Henry J. Putnam, formerly with KGU, Honolulu, is a recent addition to the KGMB sales and publicity staff.

ABE HENDRY, formerly of WIL, St. Louis, and George Stoner have joined the sales staff of WTMV, E. St. Louis.

C. MERWIN DOBYNS, owner of KGER, Long Beach, Cal., in association with his brother John A. Dobyns, is now managing the station. They have taken over the duties of H. Wadsworth Cole, resigned.

H. R. HELSBY, news commentator of WHDL, Olean, N. Y., and managing editor of *Olean Times-Herald*, spoke on "Radio and Circulation" at a luncheon meeting April 21 of state newspaper circulation managers. Leonard Hofmann, director of WHDL, took the visiting managers on a tour of the station.

CARLETON COVENY, commercial manager of KFAC, Los Angeles, has been appointed radio agent for Peter B. Kyne, writer. Use of Kyne's stories for radio must be cleared through Coveny.

JOSEPH MAYER, new to radio, has joined KMPC, Beverly Hills, Cal., as account executive.

BEHIND THE MICROPHONE

WILLIAM R. P. NEEL, of NBC's press department, has been named trade news editor, succeeding Gar Young, resigned, and will have charge of distributing news of all the network's activities to the radio, advertising and industrial trade press. The appointment shifts this job from the sales promotion department and makes the press department the source of all news given out by NBC, whether to trade or general press.

GEORGE REID, formerly of WLWL, New York, has joined the announcing staff of WMCA, New York.

DOROTHY HAAS has left the publicity staff of WOR, Newark, to become publicity and promotion director of the New York office of Fanchon & Marco Agency Inc., production and booking agency.

BILL SEYMOUR, formerly a writer for *Radio Guide*, has joined the continuity staff of WKRC, Cincinnati.

ALLEN KENNEDY, formerly of WNEW, Newark, replaces Charles Arlington on the announcing staff of KYW, Philadelphia.

BIRTHDAY PARTY — Executives of WDOD, Chattanooga, photographed during the *WDOD-Noon-Day Frolic* of April 13 in the stations's Radio Playhouse on occasion of twelfth anniversary. Left to right: Norman A. Thomas, co-owner; Earl W. Winger, co-owner; Frank S. Lane, manager.

CONNIE FORD and Ned Long, former members of the ushering staff of WGN, Chicago, have resigned to try out for the Davenport Three Eye League team.

NATALIE CANTOR, daughter of Eddie Cantor, has resigned from the KNX, Hollywood script department, to marry Joseph L. Metzger, young business executive, on May 6 in Beverly Hills, Cal. Metzger was formerly in the KNX business office.

JEFF BAKER, announcer of WTAR, Norfolk, Va., and Mrs. Baker are the parents of a baby girl born recently.

WILLIAM STERN, who last year broadcast football for NBC, will join the NBC news and special events staff on June 1 as sports reporter, replacing Glenn Morris who has resigned to enter the movies.

DEMA HARSHBERGER, head of NBC Artists Service Division in Hollywood, and Jack Votion of the same office are in New York in search of possible film talent.

FRED GRAHAM has succeded Glenn Hardy, resigned, as news reporter on the quarter-hour *Newspaper of the Air*, sponsored six nights weekly by Miles Laboratories (Alka-Seltzer) on 10 Mutual-Don Lee stations from KHJ, Los Angeles.

GAIL EGAN, sports commentator of CFAC, Calgary, Alberta, has announced his engagement to Bernice Ethredge who is employed by United Artists Film Co.

JOHN WALD, formerly news editor of KEHE, Los Angeles, and prior to that on the staff of KSTP, St. Paul, on April 28 succeeded Sam Hayes as the *Richfield Reporter* in the six-weekly *News Flashes by Richfield*, sponsored by Richfield Oil Corp., on 6 NBC-Pacific Red Stations. Ken Barton, well known Los Angeles news and sports announcer, who has been associated with various independent stations, is Wald's assistant. They won the assignments in audition with more than 70 contestants from all parts of the Pacific Coast.

CHARLES E. SAYLER, formerly advertising and sales division manager of J. F. Helmond & Bros., Chicago manufacturers and distributors, on April 16 became director of public relations for the Don Lee Broadcasting System in Los Angeles. Sayler was at one time with the phonograph division of Brunswick-Balke-Collender Co.

LEO SHUKEN, former staff arranger of WGN, Chicago, is now scoring all of Bing Crosby's music for the crooner's pictures in Hollywood.

LOWELL SMITH, formerly with KCMO, Kansas City, is now program director of KWOS, Jefferson City, Mo.

ROBERT W. COTTINGHAM, member of NBC's New York press department, has been transferred to the Washington staff as assistant news editor.

CHARLES FLESHER, formerly production manager of KFBK, Sacramento, has joined the NBC San Francisco production department.

FRED WAGNER is writing *The Old Judge*, Don Lee network serial sponsored by Samaritan Institution for alcoholic treatment. Howard Esary of Allied Advertising Agencies Inc., Los Angeles, which is servicing the account, is producer.

ARTHUR AINSWORTH, announcer of WCKY, Cincinnati, handled two NBC broadcasts April 25 which originated at WCKY, *General Motors Good Neighbor Concert*, and Jerry Belcher's *Our Neighbors*.

GENE LOFFLER, production manager of KTUL, Tulsa, and Mrs. Loffler on April 18 became the parents of a baby boy.

DON THOMPSON, special events producer attached to NBC San Francisco, is making an aerial tour of the most important National Parks in the west, broadcasting impressions over an NBC-Red network Sundays.

SALVATORE SANTAELLA, musical director of KMTR, Hollywood, after being confined to his home with pneumonia for two weeks, has returned to his station duties.

IRVING POZNAN, sports writer, has joined the continuity staff of WTMV, E. St. Louis, to replace Waller Hornaday who has joined the St. Louis office of Ruthrauff & Ryan Inc.

MRS. MURIEL MOSIER, formerly of WSUI, Iowa City, has been named traffic manager of KFRU, Columbia, Mo., to succeed Josephus M. Todd, resigned. Mrs. Mosier is the wife of Wally Mosier, KFRU continuity chief.

JOSE RODRIGUEZ, news editor of KFI-KECA, Los Angeles, was appointed by Governor Merriam to a committee of four to represent California at the National Exhibit of American Art in New York June 16.

AL PERRY, new to radio, has joined the announcing staff of KMPC, Beverly Hills, Cal.

JACK BAILEY, formerly chief announcer of KFSD, San Diego, and prior to that on the staff of WHO, Des Moines, has joined KEHE, Los Angeles, as continuity writer and entertainer.

CONNIE VANCE, formerly in the Hollywood CBS press department, has joined Radio Feature Service, publicity bureau, in that city.

● Because we live, think and speak as they do, farm and small town listeners in a 400 mile radius look on WIBW as a friend and advisor. We're *part* of this great agricultural region with 839,770 farm homes.

● WIBW is on the air before daybreak. Our entertainment, news, weather, markets, and service programs are planned to suit the needs and interests of farm and small town listeners. They feel that they know us . . . *personally.*

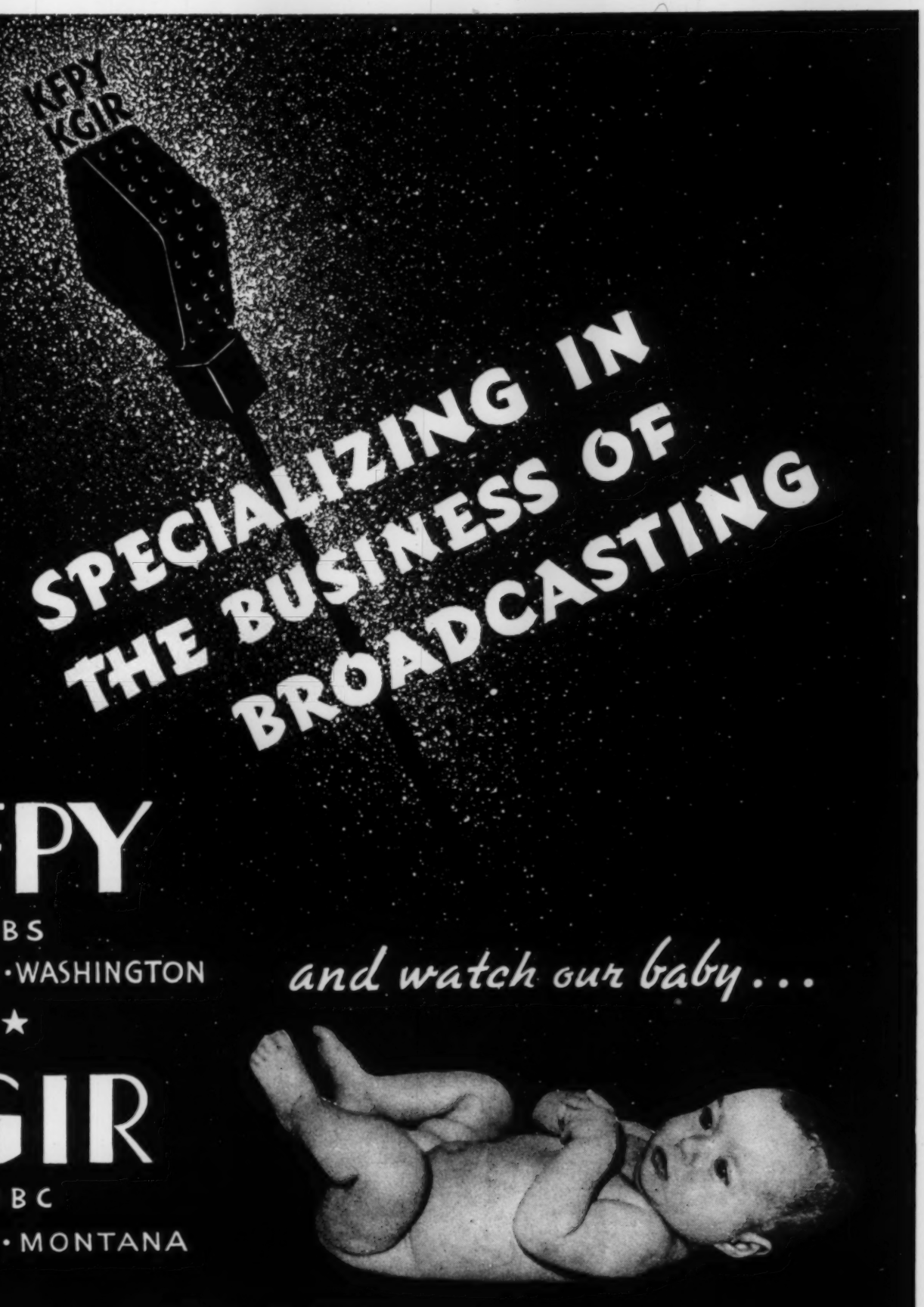
● Cash in on this established confidence. Let us take your sales message into these homes where we're welcome as a friend and neighbor. We'll show you low-cost results and merchandising service that will make you think that *your* account is the only one we have.

WIBW "The Voice of Kansas"

DON SEARLE, *Gen. Mgr.*

Represented by Capper Publications in

New York — Detroit — Cleveland — Chicago — Kansas City, Mo. — San Francisco


KFPY
KGIR
SPECIALIZING IN
THE BUSINESS OF
BROADCASTING
KFPY
CBS
SPOKANE · WASHINGTON
★
KGIR
NBC
BUTTE · MONTANA
and watch our baby . . .
Representatives, Joseph H. McGillvra
Walter Biddick Co.
NEW YORK · CHICAGO
SEATTLE
SAN FRANCISCO · LOS ANGELES

RCA VICTOR

ELECTRICAL TRANSCRIPTIONS

GIVE YOU

The Finest Recordings!

No other company offers you an electrical transcription service as fine as RCA Victor's—for RCA Victor is the leader in sound recording. Its leadership is founded on years of unequalled experience, latest result of which is the famous RCA Victor Higher Fidelity Process. This gives your transcriptions TONE that covers every frequency—from lowest to highest—with unusual fidelity.

Convenient Studios!

This is another important phase of RCA Victor's service. Studios are situated in New York, Camden, Chicago, Hollywood and Montreal. Each is a complete recording studio capable of making your transcriptions without delay.

RCA All the Way!

RCA Victor's vast store of experience is available if you wish assistance in the creation of shows. Moreover, RCA Victor has a glittering array of Victor Record and NBC talent at your service. And RCA Victor electrical transcriptions give you the "extras" of RCA All the Way, too—since they are made to precisely match modern broadcasting.

Rapid Delivery!

RCA Victor's nation-wide distribution assures you rapid delivery, wherever you are. And the maintenance of service and swift delivery is further enhanced by the non-breakable qualities of the "Victrolac" records themselves.

Further details from the office nearest you

RCA *Electrical Transcriptions*

RCA MANUFACTURING CO., INC., CAMDEN, N. J.

A Service of the Radio Corporation of America

JACK KNELL has succeeded Edwin Otis as program director of WHDH, Boston, and Fred Garrigus, announcer, has been named assistant program director. Fred Coulon and Gordon Wilcox have been named full-time announcers on the WHDH staff.

LON PIERCE, formerly of WIBG, Glenside, Pa., has joined WCAU, Philadelphia, replacing Claude Haring, who resigned to announce sports in Pittsburgh, for N. W. Ayer & Son Inc.

CHARLES GLENN HICKS became acting program director of WSOC, Charlotte, N. C., in latter April while Program Director Paul W. Norris was ill with measles.

GEORGE R. WOOD, formerly of WIL, St. Louis, has opened a radio production office in 220 Markham Bldg., Hollywood.

BEN BEZOFF, news commentator of WKY, Oklahoma City, has been transferred to regular microphone duty, and Martin Jacobson is now handling the news. Bezoff in addition to his regular announcing duties is featured in several programs.

DOUGLAS FLEMING, announcer of WCFL, Chicago, and Miss Marion Murray were married April 3 in Chicago.

MARGARET KENEDY, formerly of the MBS program department in New York, is now assisting Lester Gottleib, publicity coordinator of the network. Ada La Suardi replaces Miss Kenedy in the program department.

CHARLES POOLER, of the CBS press department, has been temporarily detached from publicity duties and assigned to the public events and special features department as assistant to John Fitzgerald during the absence of Paul White, director of that department, who sailed on April 13 for London to direct CBS coverage of the Coronation.

MARK and Adelaide Hawley, feature announcers at WOR, Newark, are the parents of a baby girl born in April.

ANGUS PFAFF, chief announcer of WJKB, Detroit, was married recently to Betty Wallace, WJKB hostess.

ERNIE SMITH, program manager of WBIG, Greensboro, N. C., has been named production manager, with Bob Poole elevated to the program post.

JOSEPH CURRUER, secretary to E. H. Gager, plant manager of KYW, Philadelphia, has resigned and will be married May 6 to Russel Walker, former KYW announcer, now on the *New York World Telegram*.

LEONARD BROWN, news announcer of WMBH, Joplin, Mo., was waylaid recently and beaten by a man said to be an outside agitator annoyed by Brown's comments about a WPA strike.

FRANK ZWYGART, formerly of WCPO, Cincinnati, has joined the announcing staff of WCKY, Cincinnati.

HAPPY LONG, with WIRE, Indianapolis, for four years, has joined KXBY, Kansas City.

JOHN FRANTZ, of the dramatic staff of WNOX, Knoxville, has been added to the continuity department.

LEON LLOYD, formerly of WDAE, Tampa, and WMFJ, Daytona Beach, has joined the announcnig staff of WGPC, Albany, Ga.

DONALD McLEAN, of Hartford, formerly of CBS, conducted a six-week program and announcing school in Waterbury, Vt. Theodore Nelson, of Barre, Vt., has joined the announcing staff of WDEV, Waterbury.

CARROLL NYE, *Los Angeles Times* radio editor, has been cast as a radio announcer in *Sing and Be Happy*, 20th Century-Fox film.

JACK SHELLEY, assistant news editor of WHO, Des Moines, was married April 17 to Miss Catherine Fletcher of Boone, Ia.

ROBBED—They stole the decision from him, said Sammy Green (left), contender for the Chimpanzee boxing crown when interviewed by John Nebblitt and Chief Announcer Allan Anthony on KWK, St. Louis, which broadcast a chimp battle April 18 from the Forest Park Zoo.

WALT SVEHLA has joined the production staff of WQAM, Miami.

THOMAS D. JONES, formerly of KFWB, Los Angeles, has joined KYA, San Francisco.

DICK WYNNE and Dave Vaile, of KYZ, San Francisco, have been shifted into production and announcing, as part of a general reorganization looking toward program improvement. Bob Stanley, formerly an announcer, has been assigned to production.

HERB ALLEN, announcer who joined KFRC, San Francisco, about eight months ago, is to be married in August to Jane Casper. Allen has just been picked to do commentaries on Pacific Coast baseball for General Mills.

HARRY H. WICKERSHAM, production manager of KJBS, San Francisco, and Mrs. Wickersham, the former Gloria Casperson, of the Kelso Norman radio department and previously of the KJBS staff, are the parents of a baby girl born April 13.

WEN NILES, announcer of the NBC *Burns & Allen* show, sponsored by General Foods Corp., has changed his name to Ronnie Drake to avoid being confused with his brother Ken Niles.

Bill Brown Joins WHO; Reagan Off to Hollywood

BIG DOINGS at WHO, Des Moines, featured the departure in latter April of Ronald (Dutch) Reagan, ace WHO sports announcer, for Hollywood and the induction of Bill Brown, until recently with WMT, Cedar Rapids, and formerly with WSUI, Iowa City, as Reagan's successor. Reagan has signed a movie contract with Warner Brothers—one of the first station announcers ever to land in Hollywood.

Reagan was featured April 24 in the final two-hour stage show of the *Iowa Barn Dance Frolic* on the stage of the local Shrine Auditorium before the show moved into the studios for the summer months, beginning May 1, when it is cut to 45 minutes each Saturday night. Beginning April 29, WHO also began broadcasts from *Rootin' Tootin' Rhythm*, the movie featuring Al Clauser and His Oklahoma Outlaws, WHO cowboy band featured in the *Barn Dance Frolic*, who have just returned to Des Moines from Hollywood. Their picture is having its world premiere in Des Moines April 30 to May 3.

WHEN YOU TALK WKY WITH ME ...YOU'RE TALKING BUSINESS

WKY smooths the sales path for food advertisers in Oklahoma

The men behind Oklahoma's food counters are average radio listeners. They know to which station they and their families listen most. They know that most of their customers listen to it, too. That's something they can see every day by the way WKY-advertised products move across their checking counters.

WKY is no mystery to Oklahoma grocers . . . no vague, intangible statistic. WKY is a force they have felt . . . an argument they can understand.

Perhaps WKY-advertising is the sales tonic your product needs to get a lift in Oklahoma . . . or the clinching argument that will put a new product across in this market.

We'd like to talk business . . . and WKY . . . with YOU.

WKY Oklahoma City!

Affiliated with The Daily Oklahoman, The Times, and The Farmer-Stockman

Representative E. KATZ SPECIAL ADVERTISING AGENCY

HUMPTY
HAD

He also had gre

excellent Spring and Summer. ● There was time

King's men could do nothing to help Humpty Dumpty

ered the effectiveness of Spot Radio in bolstering up

and supporting dealers who needed and deserved help

in any of these markets, here are stations that can build

less cost, than you have ever imagined.

XUM

MPTY DUMPTY

D GREAT FALL

had great Winter and is looking forward to an

was time when all the King's horses and all the

pty Dumpty. That, however, was before they discov-

steria up weak markets, moving old merchandise

eserve help. ● If your sales have taken a great fall

at can build them up again—faster, and possibly at

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB	Boston	MBS
WNAC	Boston	NBC
WICC	Bridgeport	NBC
WEBR	Buffalo	NBC
WBEN	Buffalo	NBC
WCHS	Charleston, W.Va.	CBS
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KVOD	Denver	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW	Portland, Ore.	NBC
KEX	Portland, Ore.	NBC
WEAN	Providence	NBC
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KJR	Seattle	NBC
KHQ	Spokane	NBC
KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

Represented throughout the United States by

EDWARD PETRY & CO.
INCORPORATED

NEW YORK DETROIT
CHICAGO • SAN FRANCISCO

XUM

FOUR

The Southwest's leading broadcasting station now has excellent—

NEWSCASTS

—news service, supplied by United Press and manned—

DAILY

by an experienced staff

WFAA-WBAP

50,000 Watts

Ask Edw. Petry & Co. for Details

STUDIO NOTES

SHIFT in emphasis from day to night-time programs is forecast in an announcement from KYA, San Francisco, that the station's two most important production shows, heard at 11:45 a. m., and 3:15 p. m., will henceforth be broadcast at night. The switch replaces some of the remote controls formerly scheduled from hotels.

CBS began a Sunday series of biblical stories April 25, 2:30-3 p. m. titled *Living Dramas of the Bible* and directed by Max Wylie of the CBS continuity department. The dramatizations will be non-denominational and non-sectarian.

WMT, Cedar Rapids, Ia., has started a Saturday night variety program 11:30-12:30 titled *Easy Iowa Song Fest* sponsored by Easy Washing Machine Corp., Syracuse, and originating from the stage of a local theatre. Bob Leefers has joined WMT to audition performers for the show and Bill Brown, announcer, interviews members of the theatre audience.

THIRD Don Lee program to go Mutual, coast-to-coast, is Ed Lowry's *Singtime*, an hour show. First was *Hawaii Serenades*, from Honolulu, second was *Old-Time Melodramas*, originating in Hollywood. *Singtime* is built on the community sing motif, but also tends heavily to comedy.

KOIL, Omaha, has sold its *Musical Clock* program to the local Sears-Roebuck store which is displaying merchandising cards in Omaha as well as in nearby cities. Arthur Faust is commercial announcer for the program and Don Kelley is master of ceremonies.

WORK has been obtained for 40% of the unemployed interviewed on KTUL, Tulsa, Okla., by John Harrison, announcer, during its *Do You Want a Job* program, according to a recent press release.

THE *Michigan Radio Revival*, devotional service heard 627 times on WIBM, Jackson, for the past 18 months, started April 18 on WKZO, Kalamazoo, 7-8 a. m. on Sundays. The second station marks the start of plans to link a number of stations for the program.

CROWELL PUBLISHING Co., cooperating with local department stores in sponsoring *Jean Abbey* shopping programs, has added KMOX, St. Louis to the campaign, with Famous-Barr; Stix, Baer & Fuller, and Scruggs-Vandervoort-Barney stores as local sponsors. These stores are new to radio. Jerry Hoekstra, special events director of KMOX, introduced the St. Louis Jean Abbey on the first program.

KXBY, Kansas City, is moving May 1 to new studios and offices occupying the entire 22nd floor of the Fidelity Bank building in downtown Kansas City. This new location gives the station more space—three large studios and one lobby to accomodate 200 visitors at one time. Clair Heyer, merchandising and promotion manager, has established a new merchandising department.

KYA, San Francisco recently broadcast the first of a series of plays produced by the radio division of the Federal Theatre Unit under the direction of Arthur Painter. Plays are planned for KSFO, KFRC, KJBS, KGGC and KROW.

KFVD, Los Angeles, will soon move to the Mode-O-Day Bldg., Hill and Washington streets, and has abandoned its plan to build new studios on Wilshire Blvd. J. F. Burke, owner of KFVD, has negotiated a three-year lease with option for more than 3,000 feet of floor space and a penthouse.

ON THE JOB—When Nebraska's "tiniest sheriff", Homer Sylvester and his deputy brother, Cass Sylvester, captured the two bank robbers who killed G-Man W. W. Baker in Topeka last month, KOIL, Omaha, rushed its mobile broadcasting unit to the scene—but the Federal agents kept the captured gunmen under cover. So the unit moved on to Plattsmouth, Neb. and got the story of the bloodless capture first-hand from the two small-town officers, Homer at left and Cass center. Bob Cunningham, program director, did the interviewing. The broadcast was transcribed and played a second time the following morning.

CBS has announced a new schedule of rates for WHAS, Louisville, to go into effect May 15, with present contractors protected for another year. Evening hour time has been fixed at $450, half-hour $270, quarter-hour $180; 8 a. m. to 6 p. m. will be $225, $135 and $90; Sunday noon to 6 p. m., $300, $180 and $120.

WWJ, Detroit, reports the following coverage of sports: Ty Tyson is broadcasting every game of the Detroit Tigers for Socony Vacuum and General Mills, previewing the baseball situation every morning for Nome Appliance and Davidson Brothers, and analyzing the game's results each evening for Bristol-Myers Co., New York (Minit-Rub). Bill Kennedy is presenting six weekly evening reviews of all sports events for Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes) and interviewing prominent athletes each Sunday evening for Webster-Eisenlohr Inc., New York (Girard cigars).

KDAL, Duluth, is broadcasting a daily news program in Finnish which, according to KDAL, is well liked by the numerous Finns in the Wisconsin and Minnesota sections of the station's coverage.

KLZ, Denver has started a series of Saturday morning programs produced by the students of the city's five senior high schools.

WHDL, Olean, N. Y., has concluded its second annual high school band competition programs presented in cooperation with the *Olean Times-Herald* and featuring the bands of local and nearby schools.

KSTP, St. Paul is broadcasting a series of remotes from the city police department explaining the procedure after arrests are made and emphasizing the new police training school.

KIRO, Seattle, has added Universal News Service to its INS reports. Several more news programs will be added.

WBBM, Chicago, has now hired a full-time sports editor, Jim Crusinberry, formerly on the sports staff of the *Chicago Evening American*, and his job will consist of coordinating all of the station's sports broadcasts. WBBM also has three full-time sports announcers now, Pat Flanagan, George Sutherland and John Harrington. The latter is "farmed out" for broadcast of ball games to WJJD.

NOW... Western Electric Remote Pick-up equipment at a price EVERY station can afford!

OUTSTANDING features of 22A Portable Speech Input: Stabilized feedback—frequency characteristic flat from 30 to 10,000 cycles—operates from 115 volt 50/60 cycle AC supply or batteries—4 mike mixers and main gain control—completely factory wired and tested.

At the new low price, every station can afford the Western Electric 22A. Get your order in to Graybar—*quickly!*

Write for Bulletin T 1339 for further information.

Effective May 1st, in U. S. A. only

$309.
for battery operation only

$341.50
for AC operation only

$361.50
for AC-battery operation

(These prices do not include batteries, tubes, microphones or headset)

Western Electric

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

PURELY PROGRAMS

Lure of the Mike

CONTESTS titled *Do You Want to be an Announcer?* are conducted weekly on KTUL, Tulsa, by Gene Loffler, production manager, and Eddie Gallaher, announcer. Entrants must be amateurs and compete by reading commercials. The control engineer, transmitter engineer, and station manager choose the winners, who are given cash prizes. Grand prize is a job on KTUL's announcing staff.

WCAU's program director, Stan Lee Broza, has arranged with small stations near Philadelphia to use all good announcing prospects who survive WCAU auditions, retaining options on their future services. Plan is to farm out the prospects until they acquire basic experience and then bring them back to WCAU.

* * *

Mark Your Own

COMBINED spelling bee and pronouncing bee titled *Readin' and Writin'* with Bob Provan started on WDRC, Hartford, Conn., April 16, at 10 p. m. Listeners are asked to make two lists, one for the words to be spelled correctly and the other for words to be pronounced correctly. Each word scores so many points and at the end of the program listeners can mark their own papers. The idea could be applied to news programs, for example, by asking questions about persons and places in the news, or yesterday's highlights.

* * *

How It Works

EXPLANATIONS of radio transmission are given on WBT, Charlotte, N. C., in a series of broadcasts conducted by Announcer Lee Kirby and Engineer J. M. Whitman from the control room, studios and transmitter where the functions of the equipment and production of programs are described.

* * *

Effective Remote

THREE stations in Kansas City, are involved in a series of remote broadcasts from a theatre in Ottawa, Kan., 75 miles away, where radio nights are sponsored by local merchants. Broadcast over KXBY, the shows include talent from WHB, and one of the sponsors is Crown Drug Co., co-owner of KCMO.

* * *

Homes For Sale

REAL ESTATE is being sold on WHAM, Rochester, in a Sunday series titled *Realty House*, an informal review of desirable sites in the station area announced by Tom Murray and sponsored by Yates & McIntosh. Incidental music lends tone to descriptions of the properties given by a member of the sponsor's firm. Let's-talk-it-over atmosphere is used.

* * *

How a Joke Sounds

HUMORISTS get a chance to hear dramatizations of their jokes on WKY, Oklahoma City, in a three-weekly morning series conducted by Ken Wright and Bob Donnelly under sponsorship of Steffin's Dairy.

What People Think

REALIZING that everyone welcomes a chance to say what he thinks, KMOX, St. Louis, polls its listeners on questions of the day during its *Views on News* conducted by Harry W. Flannery. No unsigned letters are quoted. Names aren't disclosed unless permission is given. His listeners are against sit-down strikes and the Supreme Court plan, says Mr. Flannery.

* * *

Guess the Sound

CONTEST called *Audiographs* on WWSW, Pittsburgh, is based on guessing the meaning of sound effects. Example: Sound of explosion plus wind equals "Gone With the Wind." Series began April 27 and runs Tuesdays, Thursdays, and Saturdays, 7:15 p. m., 15 minutes. Sponsor is May Stern & Co., furniture dealers, and prizes consist of electric washing machines, irons, ranges, refrigerators and merchandise checks.

* * *

Frauds are Exposed

PROTECTION is the point of a new series of ten dramatizations by New England Chambers of Commerce on WHDH, Boston, Tuesday evenings. Characters are to be chosen each week from a different New England city and criminal nuisances such as fraudulent telephone ticket solicitations will be exposed. Production angle: Local actors and actresses make public appeals personally.

* * *

It Isn't True

SUPERSTITIONS and old legends are debunked during a new show on KFRC, San Francisco, titled *Don't You Believe It*, written and produced by Cranston Chamberlain, KFRC producer.

* * *

College Goes to Farmers

FARMING research is emphasized in a weekly series of Thursday broadcasts on KSTP, St. Paul, transmitted by remote control from the campus of University Farm, the agricultural college of Minnesota U. Statewide publicity for the station has resulted from copy and pictures released by the college, according to KSTP. Production method: Roving reporter. Purpose: To show the farmers how much the school and the station are doing for them.

* * *

They Got Tickets

TRAFFIC court remotes from the city hall of Covington, Ky., are being broadcast on WCKY, Cincinnati, Fridays 9-9:30 a. m.. Titled *Traffic Court on the Air*, the programs include testimony, verdicts, and talks on safety by Judge Goodenough, Alfred Schild, assistant police chief, and George W. Hill, city prosecutor.

* * *

Each Serial Complete

EACH presentation in a series titled *Hello Peggy* on WBZ-WBZA, Boston-Springfield, is a complete short story dramatizing the adventures of Peggy, a switchboard operator in a metropolitan hotel, and Ted Hopkins, newspaper reporter.

Laundry Listens

EVERY Saturday morning from 10:30 to 10:40, all work stops at City Laundry, Charlottesville, Va., while employes listen to the firm's program on WCHV, which carries messages to the 50 employes as well as to the public. The idea was suggested to Mrs. George H. Morse, manager of the laundry, by C. D. Taylor, WCHV conmercial manager.

Civic Service

DIFFERENT town each week is given a *Civic Salute* on WINS, New York, in a new series of Tuesday programs, beginning May 4, 8:30-9 p. m., designed to acquaint New Yorkers with the smaller cities in its primary service area. Mayors, school superintendents and presidents of Chambers of Commerce will speak, while high school glee clubs will furnish music. Salutes will be given Bayonne, Jersey City, and Elizabeth, N. J. and the boroughs of Manhattan, Queens, Bronx, Brooklyn, and Richmond. Production plan: Graphic pictures of business and cultural life emphasizing musical and artistic achievements as well as commercial.

* * *

Show of Youth

SCHOOL children have a show of their own on WWJ, Detroit, Saturdays at noon, called *March of Youth*. Announcers and talent are recruited from local schools, rehearsed by Axel Gruenberg and Myron Golden and presented in variety programs of music and drama. Results: Builds good-will while furthering education.

* * *

Forgotten Facts

LITTLE known facts from literature, music, art, and history are dramatized serially in weekly half-hour programs titled *Thrills* on 10 NBC-Pacific Red stations from Hollywood. Sponsored by Union Oil Co. of Los Angeles, the serials are produced by F. C. Dahlquist of American Radio Features Syndicate and Jack Runyon of Lord & Thomas, that city. One result: English classes in public schools are using the notions as essay themes.

* * *

Got to Get Up

EARLY morning program on WPHR, Petersburg, Va., is opened with "Bugle Call Reveille" and nearby CCC camps use the call in place of their regular bugler.

JINGLE MONEY—On WMC, Memphis, the new *Humko Swing Show* offers prizes for jingles about Humko, the Dainty Cooking Fat. The Sunday afternoon half-hour program drew some 2,000 jingles after the first broadcast. In photo are the members of the cast, whose garb invites spectators to "Use Humko, It's Wonderful".

For Women Only

NEWSCASTS for women are broadcast on KXBY, Kansas City, and KTUL, Tulsa. KXBY is airing six newscasts a week during which Elaine Deene presents her *Social Calendar*, informative comments on local clubs and societies and *Women's News on Parade*, headline stories and Hollywood fashion hints. KTUL is broadcasting two newscasts for women, one six weekly and the other five days a week, consisting of news dispatches about important women all over the world and the activities of Hollywood actresses.

* * *

Come Right In

APARTMENT dwellers in St. Louis are apt to find John Neblett and Tom Dailey, KWK announcers, waiting at their doors most any week-day morning 8:30-9, all set to interview them. Program slant: What happens in homes and what do apartment people buy most of.

* * *

Sleuth Safety

SHADOWING for safety's sake is the basic idea of detective series dramatized on WIP, Philadelphia, Thursday evenings, 9-9:30, for The Great American Service, local detective agency. Scripts are written by Bradford Henning, radio director of Solis S. Cantor Agency, Philadelphia, who has the account.

* * *

For Children

CHILDREN'S programs titled *Funny Things* are aired in three weekly series on CBS network 5:45-6 p. m. by Nora Stirling, radio dramatist. Subject matter is origin of common proper names, background and significance of events like May Day, the Coronation and Arbor Day with incidental music furnished by an orchestra called Tune Tumblers with personified instruments such as chatter-box flutes, giggling clarinets, and jittery trumpets. Purpose: To interest and provoke the intelligence of children.

* * *

Chance for Talent

OPPORTUNITY is offered amateur artists on WCAU, Philadelphia, to appear during its five-weekly 7:45 a. m. series called *Morning Guests*. Listeners are urged to mail in their criticisms.

* * *

Ambitions and Dreams

INTERVIEWS with undergraduates in Michigan colleges on their problems, hopes and ambitions are being broadcast by WJR, Detroit, in a series titled *Youth Speaks*. Sally Webster and Karl Nelson visit the colleges and record the interviews on transcriptions, which are broadcast three times a week.

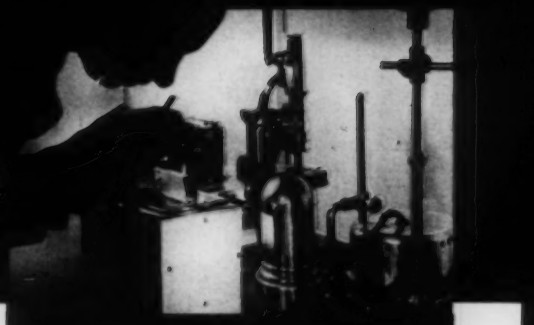
* * *

Script Market

SUBMITTED for the most part by nonprofessionals, radio material is being professionally produced on WINS, New York, in a series of programs called *New Ideas*, Saturdays at 5:30 p. m. Prominent radio, literary, and dramatic editors and college professors are invited to criticize the script that is chosen each week, and the opinions of the guests are included in the broadcasts. The script chosen for first program, April 17, titled *Youth & Co.*, was written by Mrs. Edith Anderson, Berkeley, Cal., and Robert Garland, dramatic critic of the *New York American*, was guest critic.

A MILLION TIMES A SECOND

Sawing the crystal blanks at the proper angle is the first important step.

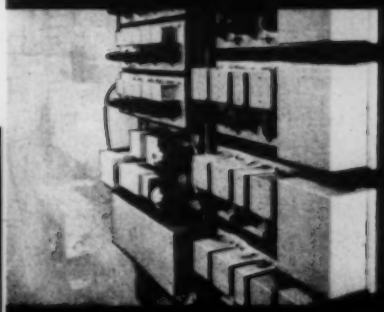


Optical measurement equipment for determining flaws otherwise invisible to the naked eye.

From the raw product to the finished crystal. *On the left are various formations of raw quartz as mined in Brazil. Next are shown marked inferior sections and the perfect cut blanks. On the right you see various sizes of finished ground crystals and types of holders.*

Actual physical motion so fast it can never be seen . . . yet, one million times a second is *not* unusual! Many Bendix Piezo Electric Crystals vibrate as rapidly as *fifteen million* times a second (15,000 KC) and their accuracy is controlled within unbelievably small limits . . . Because of this incredible exactness and precision under all temperature conditions, Bendix Crystals control frequencies throughout the world. The wonder of the Bendix Crystal as the ever-accurate controlling factor of thousands of transmitters is a tribute to the experience, knowledge and craftsmanship of Bendix engineers . . . and is typical of the advanced development and consistent performance of all Bendix Products.

Measuring the finished blanks on micrometer for final check-up on frequency.



Rear view of exclusive Bendix frequency decade and standard, used for rapid setting and checking of crystal frequencies.

Direct All Correspondence to

Bendix Radio Corporation, 9th and Kearny Streets, N. E., Washington, D. C.

BENDIX

RADIO CORPORATION

NEW YORK. WASHINGTON. DAYTON. CHICAGO. OAKLAND

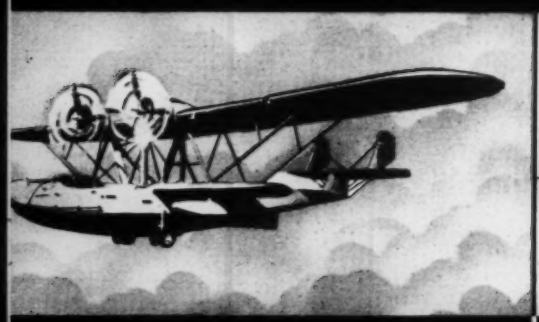
SUPPLANTING THE SOUTHERN CROSS

Ever since Schouten led the way through Southern Seas around perilous Cape Horn in 1616 the famous Southern Cross has given bearings and direction to anxious mariners. ★ Today Bendix engineers have conquered the uncertainty of the heavens with precise, unfailing instruments that keep "ships of the air" on a true and accurate course. Bendix has just equipped six different types of planes for the Air Force of the Argentine Navy with Bendix Direction Finders and other radio equipment. The instruments for each type plane were especially designed and constructed by Bendix engineers whose experience and knowledge defined the necessary requirements.

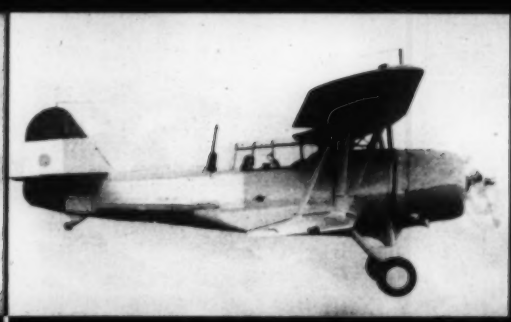
Bendix Aircraft Radio equipment is used not only in these planes for the Argentine government, but also for the U. S. Army; Navy and Coast Guard; Dept. of Commerce; Smithsonian Institution; United Airlines; American Airlines; TWA Airlines; Columbian Government, etc. That is because previous results have shown Bendix Aircraft Radio products superior in design, construction and performance.

Type of Bendix Equipment used in these planes now in Argentine Naval Service.

CONSOLIDATED
Transmitter, Receiver, Direction Finder, Interphone.

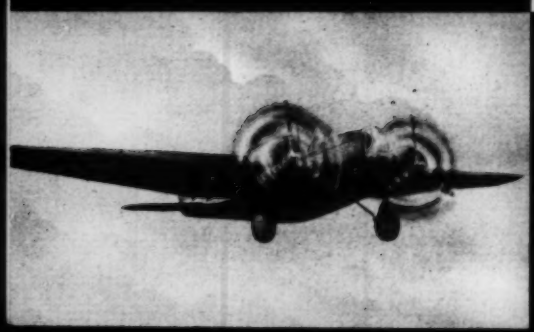


VOUGHT CORSAIR
Transmitter, Receiver.



GRUMMAN
Transmitter, Receiver, Direction Finder.

MARTIN
Transmitter, Receiver, Direction Finder, Interphone.



Direct All Correspondence to
Bendix Radio Corporation, 9th and Kearny Streets, N. E., Washington, D. C.

BENDIX

RADIO CORPORATION

NEW YORK, WASHINGTON, DAYTON, CHICAGO, OAKLAND

BRO

NOTE THESE ADVANTAGES

OF TRUSCON VERTICAL RADIATORS

INCREASES PRIMARY SERVICE AREA

INCREASES SECONDARY SERVICE AREA

INCREASES STATION SIGNAL STRENGTH

INSURES MAXIMUM OVERALL EFFICIENCY

IMPROVES EFFICIENCY OF DIRECTIONAL SYSTEMS

MAINTAINS HIGHEST EFFECTIVE RADIATION

MAXIMUM STRUCTURAL STABILITY REDUCES INTERRUPTION HAZARD

REDUCTION OF NIGHT FADING THRU INCREASED SIGNAL STRENGTH

Truscon Vertical Radiators are available in frequencies up to five-eighths wave length for all frequencies throughout the broadcasting band. Either supporting or guyed types are obtainable in any height up to any economically feasible limit. Complete information will be furnished promptly upon request.

TRUSCON STEEL COMPANY • YOUNGSTOWN, OHIO

TRUSCON VERTICAL RADIATORS

XUM

These stations are doing a "studio job" on their remote broadcasts with the Collins 12X.

KSO
WMT
KOB
WHO
WLB
KSL
WLS
KGBX
WWNC
KRNT
WAPO
KWBG
WBCM
WREN
WNBF
KWTO
WTHT
WFAB
WAPI
KANS
WATL
WHDF
WDWS
WBLK
WHIS
WMMN
WINS
WNBF
WRVA
KXRO
WALR
WCHS
KVGB
KOVD
KFNF
WNYC

12X Remote Amplifier in Carrying Case

EQUIPMENT

WCOA, Pensacola, Fla., which on April 20 was granted an increase in power to 1,000 watts days, 500 nights, will immediately ask permission of the FCC to move its transmitter from its present site atop the San Carlos Hotel in Pensacola to a new location on the edge of the bay, where its antenna can be grounded in the water. George C. Willing, of the *Pensacola Journal* and *News* with which the station is affiliated, who was in New York for the ANPA convention when the power increase was granted, told BROADCASTING that a 180-foot tower will be erected on the shore of the bay, with a Spanish-style brick and stucco transmitter house of fire and hurricane-proof construction, which will also serve as the home of the station engineer. Work will begin immediately following the FCC's approval of the new site and should be completed within 90 days, he said.

WEST VIRGINIA Broadcasting Corp., operating WWVA, Wheeling, plans to mount its new shortwave stations, W8XKB and WAAH, on trailers complete with antennas, motor generator, and WE remote equipment.

WTMJ, Milwaukee, has ordered a new Western Electric 355-DI 5 kw. transmitter for delivery July 15.

RADIO ENGINEERING & MFG. Co., Jersey City, announces Remco 95A sound effects reproducer for broadcast studio, recording and theatrical use.

UNIVERSAL MICROPHONE Co. Ltd., Inglewood, Cal., has installed a Universal professional recording machine at the University of Southern California, Los Angeles, which is being used by classes in applied psychology. Cornell University's School of Electrical Engineering early in April installed a similar machine for experimental laboratory work by its students in radio and sound engineering.

WTAR, Norfolk, Va., is moving its transmitter from Virginia Beach Blvd., to Glen Rock, Princess Anne County. In the meantime the new high-fidelity auxiliary is in operation.

JAMES MIDDLEBROOK, CBS construction engineer, will supervise new CBS studios in San Francisco, which involves an expenditure of $500,000. There will be a new 350-foot tower at Islais Creek, about three miles from the civic center.

KFYR, Bismarck, N. D., has ordered a new WE 110-A program amplifier which will be installed by Ivar Nelson, chief engineer.

KPQ, Wenatchee, Wash., will install a new Truscon 177-foot vertical radiator. A new transmitter house is nearing completion. The station installed a new transmitter last fall and has pending before the FCC an application for an increase in power from 100 watts night 250 watts day to 1,000 watts.

TWO new microphones have been announced by Bruno Laboratories Inc., New York; Model WM which has a frequency response 50-12,000 CPS and tends to amplify the pick up angle in front and reduce it at the rear, and Model VR which is designed to avoid cavity resonance. Two of the WM models are said to cover an area usually requiring three velocity microphones. A thumb switch is supplied which cannot be thrown accidentally.

KENYON TRANSFORMER Co., New York City, has issued its new catalogue covering its line of amplifiers. call systems, electronic mixers and volume expander.

KFI-KECA, Los Angeles, is installing a new studio and corresponding monitor booth to accommodate programs that have one or two speakers, transcription shows, spot announcements and all broadcasts for which no great amount of space is necessary.

ANOTHER MARCONI—Comes to America on a radio mission. Here is Guilio Marconi, 26-year-old son of the noted Italian inventor, snapped with Joseph D'Agostino of NBC's engineering department in Radio City. Young Marconi arrived in New York April 18 to spend two or three years with RCA and NBC studying radio. He has been in the Italian Navy, and with the British and Italian Marconi companies. The friendship between his father and David Sarnoff, RCA president, made it possible for him to come to America, young Marconi said.

IRE'S ANNIVERSARY PLANNED MAY 10-12

THIRTY technical papers, discussions and an elaborate entertainment program will feature the silver anniversary convention of the Institute of Radio Engineers to be held May 10-12 in the Hotel Pennsylvania, New York City. The papers will later be summarized in the *IRE Proceedings*. Among the papers devoted to broadcasting and related arts will be:

Monday, May 10—Ground Systems as a Factor in Antenna Efficiency, by G. H. Brown, R. F. Lewis and J. Epstein, RCA Mfg. Co.; Simple Method for Observing Current Amplitude and Phase Relations in Antenna Arrays, J. F. Morrison, Bell Laboratories; Ultra-High Frequency Relay Broadcasting, W. A. R. Brown and G. O. Milne, NBC.

Tuesday, May 11—An Oscillograph for Television Development, A. C. Stocker, RCA Mfg. Co.

Wednesday, May 12—Television papers by RCA engineers, including Dr. V. K. Zworykin, W. H. Painer, R. R. Law, C. E. Burnett, H. Iams, R. B. Janes, W. H. Hickok, A. Rose, G. A. Morton and L. E. Flory.

New RCA Mfg. Chief

G. K. THROCKMORTON, executive vice-president of RCA Mfg. Co., the manufacturing subsidiary of RCA, on April 15 took over complete direction of the operations of that company following the resignation of E. T. Cunningham as its president. Mr. Cunningham asked to be relieved of active responsibility, but will continue on the board and as counsel on production, sales and trade relations. Mr. Cunningham has been with RCA since 1930 when he sold his radio tube company to that organization.

KSO-KRNT, Des Moines, have added seven operators to facilitate program feeding to other stations of the Iowa Network. They are Ralph A. Bates, Buford Cannon, Robert Chadwich, William Glynn, Frank Ligouri, Frank Parsons and Arthur Peavy.

IN THE CONTROL ROOM

GLEN E. MARTIN, formerly chief engineer of WMIN, St. Paul, and Marvin Korinek, formerly with KXBY, Kansas City, have joined the engineering staff of KFAB and KFOR, Lincoln, Neb.

RALPH NULSON, chief engineer of WQAM, Miami, has returned after a year's study at Capitol Radio School, Washington.

CHARLES TOPMILLER, chief engineer of WCKY, Cincinnati, has returned to his duties after a week's illness from tonsilitis.

OSCAR MARCOUX has been promoted to the post of chief operator of CHRC, Quebec, and is remodeling studio equipment.

WAYNE BABCOCK, former engineer and operator at KSTP, St. Paul, has joined the staff of Hector R. Skifter, consulting radio engineer.

DARRAH POMEROY, of Freeport, Me., has succeeded Silvio Caranchini former operator-announcer of WDEV, Waterbury, Vt.

BILL DAVIS, operator of WTAR, Norfolk, Va., left in April for Phoenix, Ariz., on six-month leave to take treatment for asthma.

LESTER HARLOW, transmitter operator of KUOA, Siloam Springs, Ark., is the father of a baby girl born in April.

JOSEPH D. KOLESAR, known on the Pacific Coast through his work in naval communications, and formerly with KJBS, Stockton, Cal., recently joined the technical staff of KFRC, San Francisco. Armand Humburg, of KFRC, is convalescing after having spent two months in the hospital.

FERDINAND CHRISTMAN, of KYA, San Francisco, just passed the FCC operators examination and now has his transmitter license. Christman has been with KYA about a year, working in studio control.

BILL BOWEN, of the NBC technical staff in San Francisco, has taken an indefinite leave of absence on account of illness.

AL O'NEILL, who formerly conducted a radio school in San Francisco, has been substituting as studio engineer at NBC in San Francisco during the illness of Bill Bowen.

JIM SUMMER, NBC San Francisco control room board man, has been experimenting with oscillographs in connection with spare time ham work. Summer is enthusiastic code worker. Warren Andresen, studio engineer, goes in for candid color photography.

ISAAC BRIMBERG, chief engineer of WNYC, New York, and Mrs. Brimberg on April 20 became the parents of an 8 lb. 4 oz. son.

RUSSELL STANTON, KEHE, Los Angeles, technician, is the father of a baby girl, born April 19.

HARRY L. BRYANT, new to radio, and formerly of Gaffney, S. C., has joined the technical staff of KHJ, Los Angeles.

STANLEY McALLISTER, CBS New York construction engineer, was in Hollywood recently to check final structural and mechanical specifications for the network's new West Coast studios and executive building, to be erected in that city. Ground-breaking ceremonies were to be held April 27.

H. W. ANDERSON, chief engineer of KFAC, Los Angeles, is the father of a girl, Marcia Jacquelin, born April 8.

MURRAY LINK, technician at KMTR, Hollywood, is the father of a girl, Anne, born in March.

WINNERS —

WLS
Coast to Coast
★ NATIONAL
BARN DANCE

and

★ 12X
REMOTE
AMPLIFIER

Production man Al Boyd and WLS Chief Engineer Tom Rowe at the controls of his Collins 12X

JOIN THE SWING TO COLLINS!

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA

XUM

BUSINESS OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WNAC, Boston

Emerson Drug Co., Baltimore (Bromo-Seltzer), 300 *sa*, thru J. Walter Thompson Co., N. Y.
Fellows Medical Co. Inc., New York (Fellows' Syrup, etc.), 234 *sa*, thru Nelson-Gilliam Associates, N. Y.
Sterling Shoe Stores, Boston (chain stores), 168 *sa*, direct.
Burnham & Morrill Co., Portland, Me. (B & M baked beans), 52 *ta*, thru Lavin & Co. Inc., Boston.
Metropolitan Coal Co., Boston (coal), 28 *sa*, thru Harry M. Frost Co. Inc., Boston.
George E. Warren Corp., Boston (Cleercoal), 28 *sa*, thru Harry M. Frost Co. Inc., Boston.
T. Noonan & Sons, Boston (Noonan's Hair Petrol), 27 *sa*, thru Doremus & Co., Boston.
C. E. Batchelder & Co., Boston (coke), 13 *sp*, direct.
J. Herbert Alexander, Northeastern, Mass. (nurseries), 42 *sa*, thru Salinger & Publicover, Boston.
I. J. Fox, Boston (furriers), 39 *sa*, direct.

KDKA, Pittsburgh

E. I. DuPont de Nemours & Co. Inc., Wilmington, Del., 16 *t*, thru BBDO, N. Y.
Good Luck Food Co., Rochester, N. Y., 8 *sp*, thru Hughes, Wolff Co., Rochester.
Drums Inc., Detroit (Cleaner) 26 *sp*, thru C. C. Winningham Inc., Detroit.
Emerson Drug Co., Baltimore, Md., 300 *sa*, thru J. Walter Thompson Co.
Washington State Apples Inc., Seattle, 8 *sp*, thru J. Walter Thompson Co., San Francisco.
Ward Baking Co., New York, 195 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Procter & Gamble Co., Cincinnati, 400 *ta*, thru Compton Adv. Inc., N. Y.
Plough Inc., Memphis (proprietary), 39 *sa*, thru Lake-Spiro-Cohn Inc., Memphis.
Rit Products Co., Chicago, 130 *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
E. L. Knowles Inc., Springfield, Mass. (liniment), 182 *sa*, thru Lawrence M. O'Connell, Springfield.

KFI, Los Angeles

O. M. Tablet Co., Pasadena, Cal. (stomach tablets), 2 weekly *sp*, thru Lou Sterling & Associates, Pasadena.
Washington State Apples Inc., Wenatchee, Wash. (apples), 2 weekly *sp*, thru J. Walter Thompson Co., San Francisco.
Procter & Gamble Co., Cincinnati (Crisco), 3 weekly *ta*, thru Compton Adv. Inc., N. Y.

WKBZ, Muskegon, Mich.

Indianapolis Brewing Co., Indianapolis (Burgomaster beer), daily *sp*, direct.
Watch Tower Bible Society, Brooklyn, weekly *t*, direct.
Silver Foam Brewing Co., Battle Creek, daily *sa*, direct.
Stevens Hotel, Chicago, weekly *sa*, thru Maxon Inc., Detroit.

WIP, Philadelphia

Ismak Rug Mills, Philadelphia, 3 weekly *sa*, thru Harry Feigenbaum Co., Philadelphia.
Atlantic Refining Co., Philadelphia, weekly football (9 games), thru N. W. Ayer & Son Inc., Philadelphia.

KFRC, San Francisco

Bauer & Black, Chicago (Blue Jay corn plasters), 5 weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Borden's Assoc. Companies, San Francisco (dairy products), 702 *sp*, thru McCann-Erickson Inc., San Francisco.
Howard Clothing Co., San Francisco, 26 *sp*, thru Lowe Features, San Francisco.
Kendall Dog Food Co., Portland, Ore., 52 *t*, thru W. S. Kirkpatrick, Portland, Ore.
Lever Bros., Cambridge (Rinso, Lifebuoy), 260 *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Camay), 10 *sa*, thru Pedlar & Ryan Inc., New York.
Procter & Gamble Co., Cincinnati (Crisco), 90 *sa*, thru Compton Adv. Inc., N. Y.
E. P. Reed and Co., Rochester (shoes), weekly *t*, thru Geyer, Cornell & Newell Inc., N. Y.

WGY, Schenectady

Bulova Watch Co., New York (Westfield watches), 6 daily *sa*, thru Biow Co. Inc., N. Y.
Bulova Watch Co., New York (Bulova watches), 2 daily *sa*, thru Biow Co. Inc., N. Y.
Curtice Bros. Co., Rochester (Blue Label food), weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Durr Packing Co., Utica (meat), 6 weekly *sa*, thru Moser & Cotins Inc., Utica.
Penn Tobacco Co., Wilkes-Barre (Kentucky Winner), 3 weekly *sp*, thru Ruthrauff & Ryan Inc., N. Y.

WAAB, Boston

Vick Chemical Co., New York (Vaporub), 13 *sa*, thru Morse International Inc., N. Y.
Laco Products Inc., Waltham, Mass. (soaps and shampoos), 13 *sp*, thru Joseph Katz Co., Baltimore.

KMOX, St. Louis

Vitamix Mills Inc., St. Louis (feed), 6 weekly *sp*, direct.
International Shoe Co., St. Louis (Queen Quality), weekly *t*, direct.
Hyde Park Breweries, St. Louis, 5 weekly *sp*, thru Ruthrauff & Ryan Inc., St. Louis.
Mid-Continent Petroleum Co., Tulsa (gasoline), 2 weekly *t*, thru R. J. Potts & Co., Kansas City.
Skelly Oil Co., Kansas City, 5 weekly *sa*, thru Ferr-Hanly Adv. Co., Kansas City.

WOOD-WASH, Grand Rapids

Silver Foam Brewing Co., Battle Creek, 624 *sa*, direct.
Vick Chemical Co., New York (Vaporub), 6 weekly *sa*, thru Morse International Inc., N. Y.
Household Finance Corp., Chicago (loans), 100 *sa*, thru BBDO, Chicago.

WMCA, New York

Carl H. Schultz Corp., Brooklyn (Dr. Brown's Celery Tonic), weekly *sp*, thru Humbert & Jones, N. Y.
Dudley Lock Corp., New York (locks), 4 weekly *t*, thru Bachenheimer, Dundes & Frank, N. Y.

WDEV, Waterbury, Vt.

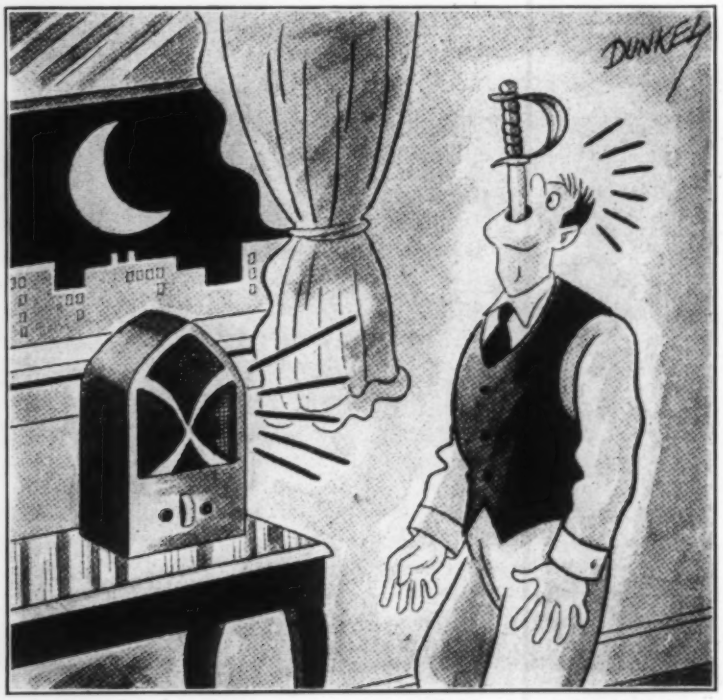
Berry Bros. Inc., Detroit (paint), weekly *t*, thru Maxon Inc., Detroit.
Amer. Agric. Chemical Co., New York (Agrico), weekly *sp*, thru Cowan & Dengler, N. Y.

KNX, Hollywood

Hoyt Automatic Water Heater Co., Los Angeles (water heater), 6 weekly *sa*, thru W. Austin Campbell Co., Los Angeles.

WDAY, Fargo, N. D.

J. H. Fagan Co., Milwaukee (hot water heaters), 65 *sa*, thru Hoffman & York, Milwaukee.



Boy's Life

"Tonight Prof. Spanoza has taught you how to swallow swords. Next week he will teach you how to extract them without cutting yourself."

WMAQ, Chicago

Hallicrafters Inc., Chicago (radio equipment), weekly *sp*, thru Ford, Browne & Mathews, Chicago.
Nahigian Bros. Inc., Chicago (retail rugs), 5 weekly *sa*, thru Critchfield & Co., Chicago.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), 6 weekly *sp*, thru McCann-Erickson, N. Y.
Hooker Glass & Paint Mfg. Co., Chicago (paints), 6 weekly *sp*, thru Albert Kircher Co., Chicago.
Illinois Bell Telephone Co., Chicago, daily *sa*, thru N. W. Ayer & Son, Chicago.
Thomas J. Lipton Inc., Hoboken, N. J. (teas), 3 weekly *sp*, thru Frank Presbrey Co. Inc., N. Y.
Royal Lace Paper Works Inc., Brooklyn (paper doilies), 3 weekly *t*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

WOR, Newark

Bristol-Myers Co., New York (Minit-Rub), 5 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Brown & Williamson Tobacco Corp., Louisville, Ky. (Sir Walter Raleigh tobacco), 3 weekly *sp*, thru BBDO, N. Y.
Decorative Cabinet Corp., New York (E-Z-Dor cabinets), 2 weekly *sp*, thru Edwin M. Phillips & Co., N.Y.
Colgate-Palmolive-Peet Co., Jersey City, N. J. (Super-Suds), 5 weekly *t*, thru Benton & Bowles Inc., N.Y.

KSFO, San Francisco

Electric Appliance Soc., San Francisco (refrigerators), 2 weekly *sa*, thru Jean Scott Frickelton, San Francisco.
General Brewing Corp., San Francisco (Lucky Lager), 7 weekly *sa*, thru McCann-Erickson Inc., San Francisco.
Lifto Co., San Francisco (Lifto), weekly *sa*, thru Kelso Norman Org., San Francisco.

WNEW, New York

Consolidated Drug Trade Products, Chicago (proprietaries), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.
Axton-Fisher Tobacco Co., Louisville (Twenty Grand cigarettes), 6 weekly *sp*, thru McCann-Erickson Inc., N. Y.
Lever Bros. Co., Cambridge, Mass. (Spry), daily *sa*, thru Ruthrauff & Ryan Inc., N. Y.

WBT, Charlotte, N. C.

Snow King Baking Powder Co., Cincinnati, 10 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Pure Oil Co. of Carolinas, Charlotte (Yale tires), 2 weekly *sa*, thru Freitag Adv. Agency, Atlanta.
Refrig. & Air Cond. Training Corp., Youngstown, weekly *sp*, thru Nat'l Classified Adv. Agency, Youngstown.

KFI, Los Angeles

Washington State Apples Inc., Wenatchee, Wash. (apples), weekly *sp*, thru J. Walter Thompson Co., San Francisco.
Procter & Gamble Co., Cincinnati (Camay), 10 weekly *t*, thru Pedlar & Ryan Inc., N. Y.
Gardner Nursery Co., Osage, Iowa (plants & seeds), 3 weekly *t*, thru Northwest Radio Adv. Co. Inc., Seattle.

KGO, San Francisco

Pacific Gas & Electric Co., San Francisco, weekly *sp*, direct.
Union Pacific Railroad, Los Angeles, weekly *sp*, thru Caples Co., Los Angeles.
Acme Breweries, San Francisco, 92 *sa*, thru Emil Brisacher, San Francisco.

KPO, San Francisco

Kay Jewelry Co., Oakland, Cal., 52 *sp*, thru Sidney Garfinkel Adv. Agency, San Francisco.

WENR, Chicago

Morris B. Sachs, Chicago (clothing store), weekly *sp*, thru Schwimmer & Scott, Chicago.

RADIO ADVERTISERS

EMIGRANT INDUSTRIAL SAVINGS Bank, New York, is sponsoring Dale Carnegie in a series of weekly broadcasts on WOR, Newark. Mr. Carnegie's talks are based on his recent best-seller, *How to Make Friends and Influence People*, with part of each quarter-hour period devoted to answering questions from listeners. Series was placed through N. W. Ayer & Son Inc., New York.

ACME-EVANS Co., Indianapolis, millers of E-Z-Bake Flour, is sponsoring a new program featuring Mrs. Damarchus Brown, Indiana traveler and lecturer in a series of *Gadabout Talks* on WIRE, Fridays, 10:15-10:45 a. m. Caldwell Baker Co., Indianapolis, is the agency.

BLACKSTONE PRODUCTS Co., New York (Tasty-lax), has placed its account with Redfield-Johnstone Inc., that city.

DICTOGRAPH PRODUCTS Corp., New York, has named Cowan & Van Lee Inc., that city as agency.

GARDINER Mfg. Co., Buffalo (washing solution), is advertising through Addison Vars Inc., that city.

ASSOCIATED OIL CO., Los Angeles, on May 15 will sponsor over the California Radio System, the West Coast Relays at Fresno. To be keyed from KMJ, the event will be handled by Doug Montell and Frank Bull, sports announcers. The account was placed direct.

RULO Corp. of America, Los Angeles, national distributors of Rulo automatic injector, a gas saving device, is now advertising through Allied Advertising Agencies Inc., that city.

QUAKER OATS Co., Petersboro, Ont., is broadcasting a test series of four 15-minute programs on CKNX, Wingham, Ontario, its first radio campaign.

PETER FOX BREWING Co., Chicago (Peter Fox beer), starts a five-minute daily except Sunday news broadcast over WIND May 1. The brewing company has also bought quarter-hour period featuring red hot recordings immediately after the ball game over WGN. Called *Swingit*, the latter program will also be heard daily except Sunday. Schwimmer & Scott, Chicago, is the agency.

VAN DYNE OIL Co., Elmira, N. Y., has taken over sponsorship of two 10-minute UP newscasts daily, with Glenn Williams at the mike. Williams, picked in competitive auditions, was a former news reporter for WHP, Harrisburg, and was assistant manager of WKOK, Sunbury, Pa.

J. W. MARROW Co., Los Angeles & Chicago (Mar-O-Oil shampoo), is advertising through Janes-Morton Inc., Los Angeles and on May 5 starts for 30 weeks *Mar-O-Movie Magazine of the Air*, with Hedda Hopper commentator, on 24 NBC-Red stations.

MANHATTAN SOAP Co. Inc., New York (Sweetheart soap), is advertising through Milton Weinberg Adv. Co., Los Angeles, and on April 16 started for 13 weeks *Looking at the World* on KPO, San Francisco, and KFI, Los Angeles.

HARVARD BREWING Co., Lowell, Mass., has named Louis Glaser Inc., Boston, as agency.

GORDON BAKING Co., Detroit (Butternut bread), has placed its account with Brooke, Smith & French Inc., that city.

SKOL Co. Inc., New York (Skol antiseptic), has transferred its account to Peck Adv. Agency Inc., that city.

WILSON & Co., Chicago (bakery products), has named Campbell-Ewald Co. Inc., Chicago, as agency.

CLAIROL Inc., (hair coloring) New York, has placed its account with Clifs Adv. Agency, that city.

DESTRUXOL CORP. Ltd., Los Angeles, (plant spray), on April 20 started a 13-week test summer campaign on KEHE, that city, using a twice-weekly quarter-hour dramatic skit titled *Come Into My Garden*. Western Advertisers, Los Angeles, is agency.

GLOBE INVESTMENT Co., Los Angeles (personal loans), a consistent user of radio for the last six months, is sponsoring a two-hour six-weekly program *The Musical Clock* on KEHE, that city, having started April 26 for 52 weeks. Program, produced and directed by Al Poska, consists of recordings, news flashes and chatter was placed by Stodel Adv. Co., that city.

HOWARD D. JOHNSON Co., Boston (roadside stand chain) is sponsoring 13 quarter-hour programs titled *Unusual New England Stories* featuring Alton Hall Blackington twice weekly, April 23-July 21, on WNAC, Boston and WEAN, Providence. Agency is Louis Glaser Inc., Boston. Sponsor is also using 144 30-word announcements six weekly, April 19-Oct. 2, on WAAB, Boston. Account is handled by Harry M. Frost Co. Inc., Boston.

The "Esso Hour" in Cuba

BIG user of spot time in its territory is the Standard Oil Co., sponsor of the *Esso Reporter* news flashes using UP news. Down in Cuba, where baseball fans are just as rabid as in this country, the company sponsors an *Esso Hour* over CMX, Havana, and its companion shortwaver COCX. When Bill Terry (right), manager of the New York Giants, happened to be in Havana recently, he was interviewed over CMX-COCX by Rene Canizares, Cuba's ace sports announcer, who also is manager of the Havana office of Conquest Alliance Co.

Chesapeake-Ohio Plans Curtailment of Radio

CHESAPEAKE & OHIO RAILWAY Co., an extensive user of five-minute spot programs in portions of the East and Midwest, is curtailing its radio schedule, it was learned April 27. Involving possibly a 50% reduction in its radio budget, the plan is understood to embrace reduction of the schedule to spot announcements and elimination of certain markets West of the Mississippi. Several Southern markets not formerly on the schedule may be added.

C & O pioneered use of spot radio for railroads under the leadership of the late L. C. Probert, vice-president. Since Mr. Probert's death several months ago advertising headquarters of C & O have been moved from Washington to Cleveland. The radio end of the C & O account is placed by Lewis Edwin Ryan Agency, Washington, with other phases placed through Campbell-Ewald Co.

WNAX, through the facilities of the Columbia Broadcasting System presents 24 big commercial shows ranging in variety from the Ford Symphony Hour to Major Bowes and Eddie Cantor.

WNAX has a daily listening audience of over two million people in a radius of one hundred fifty miles. City or rural —these listeners buy merchandise.

WNAX with its remarkably clear signal, 570 KC., 5000 watts, (LS), 1000 watts night covers a market over South Dakota, North Dakota, Iowa, Minnesota and Nebraska.

Representatives

WILSON-DALTON-ROBERTSON

Chicago—New York—Kansas City

Benton & Bowles Plans For Office in Hollywood

WHEN the Maxwell House *Showboat* broadcasts move their point of origination to Hollywood about July 1, Benton & Bowles Inc., New York agency in charge of the program, will establish a Hollywood office with a staff large enough to look after the production of these broadcasts, headed by Hershell Williams, who is now in Hollywood looking over the situation. This office will be concerned only with the *Showboat* broadcasts, and will not be a permanent branch office of the agency, BROADCASTING was told.

Ralph Richmond, formerly president of William Green Inc., New York advertising agency, and previously chief of the copy and radio commercial writers at the former Soule, Feeley & Richmond agency, has been placed in charge of the radio commercial department of Benton & Bowles. He succeeds John Archer (Nick) Carter, who has resigned to complete the writing of a book on radio technique. Carter had been with Benton & Bowles for more than three years, and was formerly in the radio department of the Chicago office of J. Walter Thompson Co.

AGENCIES AND REPRESENTATIVES

JAMES ROGERS Jr. and Terry Turner, both of New York, were in Hollywood in April conferring with Jack Runyon, radio director of Lord & Thomas, on the CBS-NBC *Your Hit Parade & Sweepstakes* program. Rogers is agency account executive for the American Tobacco Co. (Lucky Strike cigarettes). Turner handles exploitation for the program and testimonial promotion.

EDWARD PETRY & Co., New York has added Tom Harker, former advertising representative of the Curtis Publishing Co., to its eastern sales division.

LOUIS GLASER Inc., Boston, has appointed Everett Doten space buyer and radio director.

V. G. FREITAG, former manager of KRKD, Los Angeles, has severed connections with the station and is devoting his time to his advertising agency in the Arcade Bldg., that city.

JOHN J. LOUIS, executive of Needham, Louis & Brorby Inc., Chicago, and Helen Wing, of the agency's production department, are in Hollywood in the interest of the NBC *Fibber McGee & Molly* program, sponsored by S. C. Johnson & Son Inc. (Johnson's floor wax).

CASMIR-BEST Inc., a new agency, has been formed with offices at 9 Rockefeller Plaza, New York with officers as follows: David C. Casmir, president; Frank Best, exec. vice-president and treasurer; Vida Reed Best, sec'y. and space buyer; Harry Tedlie, art dir., I. L. Stickney, production mgr.; A. H. Van Buren, radio director.

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH

Smith to General Mills

Mr. Smith

ED SMITH, a production director at WGN, for the past six years, will become manager of the radio program department of General Mills Inc., Minneapolis June 1. While at WGN, Mr. Smith produced the *Painted Dreams*, *Bachelor's Children*, and *We Are Four* shows. Before joining the *Chicago Tribune* station, he was with the King-Trendle Broadcasting Corp., operators of WXYZ, Detroit, and WOOD-WASH, Grand Rapids, for three years. Mr. Smith will leave WGN May 15 and will take a two-weeks vacation before assuming his new post in Minneapolis.

MEL WILLIAMSON, of Hixon-O'Donnell Inc., Los Angeles agency, has been assigned writer-producer of *Calling All Cars*, weekly half-hour dramatic series sponsored by Rio Grande Oil Co., that city, over both CBS Pacific network and Mutual-Don Lee network stations. He succeeds Sam Pierce, resigned.

HAROLD WILER, account executive of Fuller & Smith & Ross., Inc., New York agency, was in Hollywood last month in the interest of the NBC *Ben Bernie* show, sponsored by American Can Co. Program will emanate from New York starting May 4.

SAVINGTON CRAMPTON, formerly with J. Walter Thompson Co., New York, has joined William Esty & Co. Inc., Hollywood office, assisting Bob Redd in producing the weekly CBS *Jack Oakie's College*, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes).

WILLOUGHBY P. RODMAN, well-known in Pacific Coast radio and advertising, has joined Heintz, Pickering & Co. Ltd., Los Angeles, as account executive.

ABC Adv. Agency, has been established in the Broadway Arcade Bldg., Los Angeles, by Howard Ray and associates. Ray is well known in national radio and advertising, having operated his own agency for several years in Glendale, Cal. At one time he was commercial manager of KTSM, El Paso, and also managed KOB, Albuquerque. He was national radio manager for the Townsend Plan last year.

BRUCE DANIELS, who formerly operated his own advertising agency has joined Janes-Morton Inc., Los Angeles, as account executive.

KFEQ, St. Joseph, Mo., has appointed Kelly-Smith Co., as national representatives. Kelly-Smith, primarily newspaper representatives, recently established its radio division under the direction of Frank Headley of the New York office.

KFOR, Lincoln, has appointed Weed & Co., New York and Chicago, as its national sales representative. The station is affiliated with CBS, MBS and Central States Broadcasting System.

WTBO, Cumberland, Md., has appointed Joseph Hershey McGillvra as exclusive national representative.

Walter Biddick Co.
RADIO STATION REPRESENTATIVES
LOS ANGELES · SEATTLE · SAN FRANCISCO

WILSON-ROBERTSON Inc., is the new name of WILSON-DALTON-ROBERTSON, radio station representatives. R. G. Patterson, who has been on the sales staff of the Kansas City office, has been made manager there.

EARLE BACHMAN, formerly New York manager of William G. Rambeau Co., has been appointed eastern station representative for KXBY, Kansas City. Mr. Bachman also is associated with the New York office of Furgason and Aston Inc. in the representation of other stations.

EARLE V. WELLER, formerly associate editor of the *Oakland* (Cal.) *Post-Enquirer*, has joined Tomaschke-Elliott Inc., that city, as account executive. Prior to his association with the *Post-Enquirer* he was vice-president of Bowman, Deute, Cummings Inc., in San Francisco. At one time he was vice-president and general manager of Campbell-Ewald Co. Inc., that city.

MAX GOLDBERG ADV. AGENCY has been formed with offices at 224 U. S. Natl. Bank Bldg., Denver, by Max Goldberg, former radio director of Conner Adv. Agency, Denver, and before that a time salesman and sports commentator.

RADIO MERCHANDISING Associates is a new Los Angeles program and production concern established at 1508 Cross Roads of the World by Col. Frank Baum, Jack Smock and Claire Kerlee.

JOHN B. SHAW, formerly with the Essig Co., Los Angeles advertising agency, has opened his own agency at 816 W. Fifth St., that city, and will service radio along with other accounts.

VANCRONKHITE ASSOCIATES Inc., on April 26 was retained by WJBK, Detroit, as news counselors. The station is a subscriber to Transradio Press Service, leased wire service.

WESLEY ASSOCIATES, New York, has moved its offices to 347 Madison Ave.

EDWARD W. ZABEL Co., Chicago, has moved to 230 East Ohio St.

BAKER & BAKER & Associates Inc., announces the combining of its Akron and Cleveland offices, with the firm now headquartered at Union Trust Bldg., Cleveland.

MIDWEST ADV. Agency, Rockford, Ill., has moved to the Talcott Bldg.

HARRY ATKINSON Inc., Chicago, has moved to 155 East Ohio St.

CARR LIGGETT Inc., Cleveland, has moved to 1815 Guaranty Title Bldg.

J-W-T Expands Office

J. WALTER THOMPSON Co. has transferred Whitten Badger and Dwight Cook, radio producers, along with Shirley Ward and Richard Mack, continuity writers, from the New York to Hollywood offices, increasing the agency's radio personnel in the latter city to 36 persons. Agency has the largest radio department on the West Coast.

Badger continues as producer of the CBS *Nash Presents Grace Moore* program which switched to Hollywood May 1 under Nash Kelvinator Corp. sponsorship. Cook takes charge of the new nationwide NBC-Red network *Chase & Sanborn Hour* (Standard Brands Inc.). Program, featuring Eddie Bergen, ventriloquist, Don Ameche, romantic actor and Werner Janssen, symphonic conductor, is scheduled to start May 9, replacing *Do You Want To Be An Actor?* which replaced the *Good Will Court*. Miss Ward and Richard Mack will do the script writing for the new program, an all-star variety show. Cal Kuhl heads the J. Walter Thompson Co. Hollywood production.

WDEL NBC
This Is One Major Spot Market
You Can Not Afford To Miss
National Representatives
PAUL H. RAYMER CO.
New York
366 Madison Ave.
Chicago
Tribune Tower
San Francisco
Russ Bldg.
Detroit
General Motors Bldg.
Member Mason Dixon Radio Group
WILMINGTON · DELAWARE
a basic outlet of the RED network

Thornley & Jones Inc. Is Formed in New York

Mr. Thornley

A NEW agency handling advertising, merchandising and public relations has been formed by George H. Thornley and John Price Jones, with offices at 70 Pine St., New York. Mr. Thornley, formerly senior vice-president of N. W. Ayer & Son Inc., and with the agency 30 years, is president, and Mr. Jones president of John Price Jones Corp., is chairman of the board.

Directors are George A. Brakeley, administrative vice-president, U. of Pennsylvania; Georges Doriot, professor of industrial management and former dean of the Harvard Graduate School of Business Administration; Guy Emerson, vice-president of Bankers Trust Co.; Bayard F. Pope, chairman of the board, Marine Midland Corp.; David Remer, partner of J. E. Baker & Co.; Mr. Thornley and Mr. Jones. Harold J. Seymour, of John Price Jones Corp., becomes executive vice-president of the new agency. Other officers are William A. Anderson, associate director of copy, N. W. Ayer & Son, vice-president; Glenn I. Tucker, at one time public relations director of RCA, vice-president; Bayard F. Pope Jr., account executive of John Price Jones Corp., secretary.

AMP Contract Renewal With Networks Pending

NEGOTIATIONS for renewal of performing rights contracts for use of the catalogs of Associated Music Publishers are going forward with NBC and CBS, it was learned April 16. The AMP catalogs cover primarily music in the serious field.

Existing contracts of the networks with AMP cover the entire networks, including their affiliated stations, whereas network ASCAP licenses cover only the key stations. The renewal negotiations contemplate a similar arrangement for clearance of AMP music at the source by the networks. Whereas the current arrangement is on a flat rate basis, the new contract negotiations center around a demand of AMP for the networks' highest quarter-hour rate.

Discs for Press

LANGLOIS & WENTWORTH Inc., New York transcription production company, had an exhibit at the ANPA convention for the display of a recorded series of programs for use by newspapers in promoting classified and display advertising. The complete campaign, which was started about three months ago and which is now being used by nine newspapers, comprises 130 five-minute recordings, divided into two series of 65 discs each, one series promoting classified and the other display space. Each program dramatically depicts a situation which can be solved by the proper use of newspaper advertising. The series is designed for broadcasting five days a week for 26 weeks. Details of the programs were worked out with the assistance of a number of newspaper advertising executives.

TRANSCRIPTIONS

STANDARD RADIO Inc., now in its third year, reports a March increase of more than 40% over 1936, an increase of 67 in stations served. The Standard Program Library started with 32 subscribers, now has 175. In addition some 200 stations are using *Sons of the Pioneers* and more than 400 have Standard sound effects. Recent Library subscribers are WKZO, KGLO, KRE, KROY, WIBX, KLUF, CRCV, KOCA, KOKO, KFXJ, WRTD, WFTC. A renewal of 85% is reported for the past year.

NBC's Transcription Division has announced the addition of KPQ, Wenatchee, Wash., WCBM, Baltimore, and HJ3ABF, Bogota, Colombia, to the list of *Thesaurus* subscribers. Renewals for *Thesaurus* service have been entered by WSOC, Charlotte; WIBA, Madison; WGBF-WEOA, Evansville, Ind.; WGNY, Newburgh, N. Y., and WCOA, Pensacola.

FITRA PRODUCTIONS Inc., has been formed at 8609 Sunset Blvd., Hollywood, by Dr. William H. Voeller, former vice-president of Conquest Alliance Co., and J. O. Witte, program producer to engage in radio, slide films and industrial film production. Dr. Voeller is president, Mr. Witte vice-president, and Edward Pavaroff, secretary-treasurer.

A MYSTERY-adventure serial, *The Secret City*, based upon the Atlanteen myth, and written by Winifred Dunn and Sparks Stringer, the same team writing *The Unbelievable*, now being tested on transcription by National Lead Co., Seattle (paint), with a transcontinental NBC broadcast in prospect, has been added to the Mertens & Price Inc., Los Angeles, list of transcribed dramatic shows. An assortment of tie-ins has also been developed in connection with the program. Rod Mays is directing the production. New Sunday Players transcription accounts announced by Mertens & Price Inc., include: Mount Ogden Memorial Park, Ogen, Utah, 52 weeks on KLO; First National Bank of Kalamazoo, Mich., 52 weeks on WKZO; Minnesota Acacia Park Cemetery, Minneapolis, 52 weeks on WTCN; Locustwood Memorial Park, Camden, N. J.; 40 weeks on WCAM. Series is also sponsored on CJRC, Winnipeg; CFQC, Saskatoon and CFAC, Alberta.

AIR SHOWS Inc., dramatic transcription producers, has been organized with headquarters at 220 N. State St., Chicago. Abbott Ross, for a decade identified with radio acting and producing, is president, and Davida Barzel, formerly of the advertising department of The Fair, Chicago store, is secretary-treasurer. The first series is *The Greatest Story Every Told*, a 13-week biblical series being offered stations.

IMPERIAL AEROGRAM Corp., Ltd., Hollywood transcription concern, has changed its name to Aerogram Corp. Ltd., and has moved headquarters to 1611 Cosmo St., that city. Former plant was destroyed by fire several weeks go.

MAX GRAF Productions, San Francisco, has released a new transcription series titled 25 *Years Ago Today* highlighting events of 1912 with tie-ins to events of today.

IRVING MILLS, head of Mills Artists & Master Records Inc., has returned to his New York headquarters after ten days in Hollywood where he supervised cutting of a series of recordings at Associated Cinema Studios.

Several Stations Accept Exchange Plan Offered By Seattle Newspaper

SEVERAL stations in the Northwest are reported to have accepted an exchange arrangement with the *Seattle Post-Intelligencer* whereby they broadcast transcriptions plugging three newspaper features in exchange for publication of the station program schedules in the Sunday predate edition of the newspaper "together with frequent news breaks".

The trade deal effort has aroused the opposition of several broadcasters, it is understood, as being in the nature of a free-time proposal in conflict with recognized trade practices of the industry. E. B. Craney, manager of KGIR, Butte, Mont., wrote Mitchell Sutherland, promotion manager of the newspaper, rejecting the proffer.

"Our time," he wrote "is for sale at a stipulated price—the same as is advertising space in your newspaper. We will be glad to sell you time for these broadcasts and are having our Seattle representative call on you. We feel certain that we can build up the circulation of your paper in our trade area and will be glad of an opportunity to serve you."

WILLIAM S. PALEY, CBS president, has commissioned Alexander Calder, internationally known sculptor, to design the Paley amateur radio award, which will be presented to the individual who through amateur radio has contributed most usefully each year to the American people either in research, technical development or operating achievement.

Associated Oil Sports

ASSOCIATED OIL division of Tidewater Associated Oil Co., is again using special sports broadcasts. On April 17, the company took one hour (4-5 p. m., PST) on NBC Pacific network (KGO, KECA, KFSD, KJR, KGA, KGW, KERN, KFBK, KMJ, KWG), to broadcast the 1937 Washington-California crew race at Oakland Estuary, using four announcers spotted along the course. On May 15 company is scheduled to broadcast the Pacific Coast relay race championship match from Fresno, Cal., on the CRS hookup of KEHE, KYA, KFBK, KMJ, KWG and KERN. Doug Montell, and Frank Bull, Associated free lancers, will handle the microphones. Lord & Thomas, San Francisco, is agency.

POLICE!

It's Listener Response

Though we do not encourage extreme bargain offers our merchant advertisers frequently have to call in the police to handle crowds. Another indication of a great listening audience that has built WGES into Chicago's foremost local station.

WGES

"In the Heart of Chicago"

BACK FOR MORE!!!

Last summer a sponsor bought seven 15-minute periods per week on WBAL. As a result he sold more of the advertised product than any of his many Baltimore and Maryland competitors. The percentage of sales increase was the largest in the firm's history!

The same sponsor is back on WBAL with the same summertime program. He has found a way, definitely, to kill summer slumps!

No wonder he is back for more of WBAL.

WBAL

Maryland's Only Clear Channel High Power Station

NBC Basic Blue Network

BALTIMORE, MARYLAND

National Representative: HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

Borden's Summer Spots

BORDEN Co., New York, will use two New York stations simultaneously in a summer campaign for its three brands of ice cream, Pioneer, Horton and Reid's, beginning May 12 and broadcast each Wednesday from 8-8:30 p. m. on WHN and WOR. Program is the *Broadway Melody Hour*, with Col. Jay C. Flippen as master of ceremonies, Irving Aaronson's orchestra and guest stars, which has been a sustaining feature on WHN for the past two years. Broadcasts will originate in the studios of WHN and be sent from there by wire to WOR. Young & Rubicam Inc., N. Y., is handling the campaign.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

SELLING WITH RADIO SLOGANS

Broadcasts Offer Chance to Tie-in Catchy Phrases With Current Sales Campaigns

DAVE NOWINSON
Iowa Broadcasting Co.

SEVERAL months ago two advertising men conducted quite a discussion on slogans. One bewailed the exodus of professional sloganeers, the other agreed that the Slogan Era had folded its tenets and stolen away, leaving only a few slogans that are priceless only if properly illustrated.

These authoritative gentlemen are obviously so busy with the printed word that they haven't time to listen to radio. Were they to tune in they would discover that all over the land sloganeers are busy using telling and selling phrases that add to the revenue of American advertisers and broadcasting stations.

That's where most of the modern slogans are heard—on the air! And rightly so, for they should be heard. People may and do forget the accompanying illustration for the slogan on the printed page, but they remember the slogan, especially if it's drummed home by the spoken voice. There's a big business of spot announcements in radio which get results even without a program.

Some Slogans

Far more effective reminders to Johnny Public when spoken are such slogans as *Watch the Fords Go By; Plymouth Builds Great Cars; Camels Never Get on Your Nerves; They Satisfy; Luckies are Kind to Your Throat*; *Ipana for the Smile of Beauty, Sal Hepatica for the Smile of Health* (effectively tied in with Fred Allen's *Town Hall Tonight*). What listener hasn't been impressed by Johnny's *Call for Philip Morris!?* Or, for that matter, who hasn't been tickled with Stoopnagle and Budd's gallant takeoff on the Ford slogan, *Watch the Sponsors Go By.*

DAVE NOWINSON

It is true that many of the slogans used on networks are also used on the printed page, and why not? A good advertising man doesn't scorn any good advertising medium. The inflections of an announcer's voice do more to drive the slogan home than cold type will, even when that type is accompanied by babies in three-cornered panties or pretty girls in soap-bubbles.

A local lumber company was anxious to add to its drive-in cash business. Iowa Broadcasting System built a simple show whose advertising message consisted largely of two announcers heckling each other with puns. But what seemed to drive the message home and the patrons to the advertiser were slogans. On the day we sold roofing material, we used the phrase, *Let Jewett Worry About Your Overhead!* When we sold fences, we employed a chorus line, *Good Fences Make Good Neighbors!* Nothing startling? No, but the company did the best drive-in business in eight years.

Similarly, results accrued frequently in the use of slogans for other firms. Slogans are more effective when there's a humorous angle or some clever twist. The idea is not just to be clever and smirk, but to make them sit up and take notice with unique slogans or slogan-like phrases.

This calls for showmanship in entertainment and advertising showmanship counts at the box office, too. For example, one morning on a show for a used car dealer, we told of a car and said, "That's a bargain! You can always drive a bargain at Manbeck's!" An hour later, the sponsor informed us, the car was sold.

Slogans aren't something mystic and rare requiring hours of search and weighing. They write themselves automatically since they're good selling phrases. Radio writing calls for top speed, anyway. As a matter of fact, it is difficult to write a page of commercial copy without using one or more slogans, or slogan-like phrases. For a nursery company, *Our Business Is Growing*; for a department store, *Bargains Every Day But Not Everyday Bargains*, or *Phenomenal Values at Nominal Prices*; for a clothing firm, *Suit Yourself Suitably*, or *Right Dress Is the Command of the Fashion Parade*, or *Clothes That Matter at Prices That Don't* or *You Won't Notice the Difference in Your Purse But You'll Look the Difference in Your Person!*

A local watch repairing department of a drug store not only overcame competition from jewelers but hired two extra watchmakers in a hurry after the use of the slogan, *Now Is the Right Time to Have the Right Time!* And the optometrist department of the same firm gained heavy patronage when we used such lines as *One Pair of Eyes Must Last You a Lifetime* and *Save Your Sight—And Your Money!*

Holidays offer radio writers new angles of approach in their use of selling phrases. A coal company added to its business by *The Season's Warmest Greetings Are Extended to You by Economy Coal and In Your Home the Weather's Fine With Economy Coal for a Valentine.*

Often program titles themselves can prove good slogan-like tie-ins with your account. *At Your Service* did in selling automobile service in Iowa. *Portraits in Song* did in selling a photographic studio. *Roundup Time in Silvertown* tied in effectively with a tire concern's effort to round up old tires and replace them with Goodrich Silvertowns. Such tie-in shouldn't be overdone, of course, as was the case in radio's early days when virtually every spoken word had to tie in with the sponsor.

Every familiar line of poetry, biblical expression or quotation has a potential slogan. Every good slogan has potential sales prospects. Every prospect brings potential revenue to a sponsor.

Writer Sues Agency

HAL FIMBERG, former script writer on the CBS *Al Jolson Show*, sponsored by Lever Bros. Co. (Rinso & Lifebuoy), has filed damage suit in Los Angeles Superior Court against Ruthrauff & Ryan Inc., Hollywood advertising agency, charging breach of contract. Asserting wrongful discharge from an alleged contract of 52 weeks, he seeks $8,820 damages. Fimberg's complaint declares that the agency took him from an $80 a week New York job to write the Al Jolson broadcasts at $200 weekly, with a year's employment guaranteed. He was dismissed April 2, without cause, according to Fimberg, after working from Jan. 20.

WORK

Here Is
A Primary Market
In Which Your Spot
Campaign Is Not Being Heard

National Representatives
PAUL H. RAYMER CO.
New York
366 Madison Ave.
Chicago
Tribune Tower
Detroit
General Motors Bldg.
San Francisco
Russ Bldg.

NBC
YORK • PENNSYLVANIA
Member Mason Dixon Radio Group
an outlet of the RED and BLUE networks

WTCN
ST. PAUL AND MINNEAPOLIS
FREE & PETERS, Inc.
National Representatives

Networks Prepare Coronation Plans

Elaborate 14-Hour Coverage Of Ceremonies Arranged

FROM 5 a. m. to 7 p. m. (EDST) May 12 the major networks will bring to the American audience every aspect of the pomp and ceremony of Coronation Day, beginning when Queen Mary leaves Marlborough House for Westminster Abbey and ending when Poet Laureate John Masefield recites his especially dedicated poem "A Prayer for the King's Reign" against the tolling bells of Big Ben.

Broadcasts of the procession to and from Westminster Abbey, of the Coronation ceremony itself, with the King taking his oath for the first time in full hearing of most of the world, of the King's address to his people from the balcony of Buckingham Palace, will fill most of the daytime hours of American network broadcasting.

May 12 will also bring to a climax the series of almost daily programs with which the networks have been educating their listeners in all the details and significance of this historic event. NBC alone has scheduled more than 60 broadcasts, bringing such notables as Prime Minister Stanley Baldwin and the Archbishop of Canterbury to their microphones. CBS and MBS have likewise done their part in supplying pre-Coronation information. NBC and Mutual have left the arrangements in the hands of their European representatives, but Columbia has sent Paul White, director of public events and special features, and Bob Trout, announcer, to London for the task. CBS also announces it has engaged seven BBC commentators to work with Trout on the day's broadcasts.

Sponsorial Angles

Owens-Illinois Glass Co., Toledo, is offering transportation and front-row seats at the Coronation for two as first prize in the letter-writing contest being conducted in conjunction with its MBS series. Sun Oil Co., Philadelphia, is sending Lowell Thomas, its commentator, to give his impressions of the Coronation during his regular period on May 12. Thomas will also make two broadcasts from shipboard, one during each passage, one from Paris and a second one from London. His other periods will be filled by four guest commentators: Capt. Valentine Williams, British-born novelist and foreign correspondent; Upton Close, authority on Oriental political and economic conditions; Edward Tomlinson, commentator and writer on Latin American affairs; and George Skolsky, economist and writer. Rudy Vallee will attend the ceremonies, making two of his *Vallee Varieties* for Standard Brands from London with all-English supporting casts. J. Walter Thompson Co., agency for the sponsor, is sending Tony Sanford, production director, and George Faulkner, writer, with Vallee to aid him in preparing these programs. But aside from these three sponsors, radio advertisers generally are not making any attempts to cash in on one of the biggest events in the history of broadcasting.

BOWLERS — Utah's champion bowling team is the one bearing the banner of KDYL, Salt Lake City, so Sidney S. Fox, KDYL president (at entrance to plane) has sent them to the American Bowling Congress now in progress in New York. Here they are preparing to embark for the scene of the national tournament.

Coronation Recordings Are Restricted by BBC

A BAN upon the recording without permission from the Earl Marshal of the May 12 coronation ceremonies in London, including King George's address, has been imposed by London, but the British Broadcasting Corp. reports that it is imposing no restrictions upon pickups and rebroadcasts of the ceremonies. The BBC, however, is itself recording the King's speech on the Blattnerphone for reception at different hours of the day over the British Empire shortwave system.

Mutual Network, which is joining the Canadian radio system for the BBC pickup, reports that it will carry the Blattnerphone transmission at 9:50 p. m. on May 12 as well as the actual broadcast at 3 p. m. (EDST). Although a similar ban was imposed on King Edward's farewell broadcast, various recording companies in this country took it down as it came over the radio and thousands of copies were later sold in the shops.

Donald Flamm, president of WMCA, New York, will sail for England early in May to attend the Coronation. On his arrival he plans to arrange for a series of eight special broadcasts exclusively for his station, to be broadcast from England by Harlan Eugene Read, author and commentator. Broadcasts, of a quarter-hour duration, will be spotted before, during and following the Coronation ceremony.

"A Blind Spot" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

WFBG

Altoona • Pa.

WHISTLE WASTED Until KUOA Decided to Put It Into Program

ALL FOR nothing were the periodic complaints from KUOA, Siloam Springs, Ark., about the nearby 5 o'clock whistle of a power plant, which daily burst into the station break. Then along came an inspiration: Hang a program around the whistle.

Out of this idea came *Harbor of Harmony*, a smooth vocal and instrumental program carrying the illusion of a peaceful harbor. The illusion reaches a climax promptly at 5 as the power plant turns on its whistle, giving a loudspeaker effect resembling a ship leaving the harbor. The clock is stretched a few seconds to bring the whistle into the windup of the program.

Seek Virginia Outlet

HAVENS & MARTIN Inc., operators of WMBG, Richmond, which shortly shifts to 1350 kc. with 500 watts and which on June 27 becomes the NBC-Red outlet in the Virginia capital while WRVA switches to CBS, have applied to the FCC for a new local station in Petersburg, Va. The station would replace WPHR, Petersburg local sold last year to the *Richmond News-Leader* and which has been authorized to move into Richmond and use the call letters WRNL. The WMBG operators propose that the Petersburg station, which would be linked to WMBG, be assigned to 1210 kc., the present frequency of WMBG.

Chesterfield Adds

LIGGETT & MYERS TOBACCO Co., New York, has assumed sponsorship of Paul Douglas' daily sports summaries on CBS which have been on for some time as sustaining programs but which will now be known as *The Chesterfield Daily Sports Column*, advertising Chesterfield cigarettes and Granger pipetobacco. This new series, broadcast from 6:35 to 6:45 p. m. (EDST), daily except Sunday, is the sponsor's third CBS program series, the others being the Wednesday and Friday evening half-hour musical shows for Chesterfield and the quarter-hour gossip programs of Alexander Woollcott on Tuesday and Thursday evenings for Granger. Newell-Emmett Co. Inc., has the account.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate
1,000 Watts

Business Peak Approaches!

May-September season brings throngs of tourists and vacation residents to Western Carolina. WWNC offers sole blanket radio coverage of this rich resort area. Your big spring-summer advertising opportunity. Act NOW!

OVER 91%

of Every Retail Dollar

SPENT IN SO. CALIFORNIA

(—10 Southern Counties—)

Rings A Cash Register In The PRIMARY Service Area of

KEHE

LOS ANGELES, CALIFORNIA

The Station that Delivers More Listeners per Dollar and results too!

A Member of the California Radio System

National Representative: HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

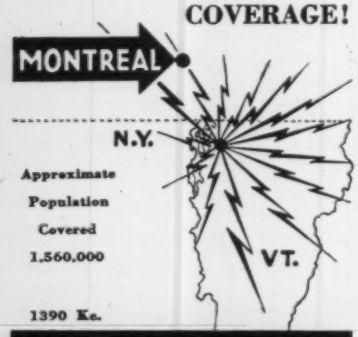
Boys Rate Popularity

AMONG 1,000 boys in New York City's "Gas House district" who belong to the Gramercy Boys Club, a radio popularity poll revealed Eddie Cantor, Jack Benny, Joe Penner, the *Gang Busters* and the *Hit Parade* as their favorite programs in that order. Favorite male singers were Nelson Eddy, first, Bing Crosby, second. Kate Smith was designated favorite woman singer, with Deanna Durbin second. Orchestras rated Benny Goodman, first; Paul Whiteman, second; Guy Lombardo, third. Among commentators the order of favorites was Lowell Thomas, Walter Winchell, Edwin C. Hill, Boake Carter, Floyd Gibbons.

Stork Magic

FOR ITS Mother's Day broadcast on May 9, the *Magic Key of RCA* is planning to pick up a description of the arrival of the storks in Denmark, where they come each spring in great numbers to make their nests and hatch their young. Now that the NBC program department has done its best to think up a novel and yet appropriate Mother's Day stunt all that remains necessary is for the storks to cooperate, which is still uncertain as they can't be depended on to arrive at the same time each year.

LOWEST COST COVERAGE!



WQDM 1000 WATTS
St. Albans, Vermont

Late Sponsor on MBS

THE RABIN Co., Los Angeles cosmetic manufacturer, is pioneering the late evening hours with its new MBS series *Just Between Us*, which is rebroadcast so that both the original and repeat performances will reach their audiences at 11:15 Sunday evening. Starring Pat Barnes in a series of real life experiences titled *Mood Miniatures*, the 15-minute program also features the music of Nat Brusiloff, violinist, Bela Rosza, organist, and Brick Holden, tenor. Although broadcast on only four stations (WOR, WAAB, WLW, and WGN) the program might be said to be a coast-to-coast proposition as it has a Los Angeles sponsor, a Chicago agency, Hays Macfarland & Co., and is produced in the studios of WOR, New York.

WOKO

ALBANY, NEW YORK

POPULARITY + EFFICIENCY =

RESULTS

Get Your Share of

Results

In This Rich Capital District

Market

USE

WOKO Hotel Ten Eyck, Albany

RING WINNER—When candidates for the ring of Moslah Temple met in Fort Worth last month, KTAT broadcast part of the competition. Mike Gallagher, KTAT announcer, is shown with Howard Foley, crack KTAT salesman, who won the ring—the man bedecked in P. T. Barnum style. Between them stands Giles Wimberly, candidate from Kilgore, and next to Foley are Cecil Morgan and Charles Kahn, Foley's manager, with Jeep, their mascot.

Radio Fellowships

FELLOWSHIPS for advanced study in broadcasting with NBC, New York, have been granted by the Rockefeller Foundation to George E. Jennings, of WILL, Illinois U, Urbana, and Harley A. Smith, of Louisiana State U, who will begin their studies at Radio City on May 5 under the supervision of Franklin Dunham, NBC educational director. Mr. Jennings, whose appointment is for six months, was production director of WILL and instructor of radio at Illinois U, while Mr. Smith, whose appointment is for three months, has been a radio instructor at Louisiana U. The recipients of the fellowships given last fall, William F. Heimlich of Ohio State U and Leora Shaw of Wisconsin U, completed their training Feb. 15 and since that time Mr. Heimlich has been named program manager of WOSU, Columbus, and Miss Shaw has been appointed to the continuity department of WHA, Madison.

SAILING from New York April 24, Rudy Vallee was to arrive in London April 30 for the coronation and to stage his NBC-Red Thursday night broadcasts of May 6 and 13 from the studios of the BBC. Rudy missed only his April 29 show, which Edgar Bergen and Charlie McCarthy took over as masters of ceremonies.

Announcing:

---wood---
RADIO PRODUCTIONS
"Fourteen Years at the Microphone"
A Broadcast Executive
Production • Programming
Publicity • Continuity
Announcer
GEO. R. WOOD
IN HOLLYWOOD, CALIF.
220 Markham Bldg.
. . . wood words sell . . .

Murrow Sails for CBS; Sterling Fisher Named

EDWARD R. MURROW, former director of radio talks for CBS, sailed on April 21 for London where on May 1 he will succeed Cesar Saerchinger as European director of the network. Before joining CBS, Mr. Murrow was president of the National Student Federation and for several years assistant director of the Institute of International Education, for whom he traveled extensively in Europe arranging student exchanges between the universities of foreign countries and those in the U. S. Mr. Saerchinger, who has occupied his post as CBS European director since 1930, has resigned to find leisure for some long-contemplated literary work.

Succeeding Mr. Murrow as director of talks and education for CBS is Sterling Fisher, newspaper man, author and lecturer, who comes from the *New York Times* where he has been in charge of Far Eastern news. He has traveled extensively in the Orient, and for seven years taught English, sociology and economics at the University of Western Japan, at Kobe. Mr. Fisher has also taught and lectured in this country and has written many articles and papers on Far Eastern affairs. In addition to supervising CBS educational and religious programs, he will edit the magazine *Talks*, a digest of discussions broadcast on CBS.

WILL Now On 580 kc., Increases Its Schedule

WILL, Urbana, University of Illinois has begun operating on its new frequency of 580 kilocycles and new schedule of 8 a. m.-5:45 p. m. six days weekly. Two 325-foot directional antenna towers have been erected and the station's listening area is reported to be increased 125%. An additional studio has been constructed and underground cables run to 30 pick-up points about the campus for remote broadcasts of lectures and musical productions. According to Josef F. Wright, director of WILL, the new schedule provides a 75% time increase and a variety of educational presentations is planned. Talent will be drawn almost exclusively from the 1,500 professors and the 11,000 students. Home economics broadcasts will be given three times weekly and agricultural programs will be aired daily. Among the most popular of the remotes from classrooms are those giving instruction in foreign languages.

O'Keefe for Allen

WALTER O'KEEFE will take over Fred Allen's job as head man on the *Town Hall Tonight* program sponsored by Bristol-Myers Co., New York (Ipana and Sal Hepatica), for the summer when Allen goes on his vacation in July. Program is handled by Young & Rubicam Inc., N. Y.

RED AND BLUE NBC
WCOL
COLUMBUS, OHIO
Joseph H. McGillvra, Rep.

Farley Commends Radio in Politics

Praises Industry for Solving Problems, Serving Public

Mr. Dolph

HIGH PRAISE for broadcasting as a medium for the moulding of public opinion, accompanied by advice to broadcasters that they avoid partisan motives, was expressed by Postmaster General James A. Farley April 14 in an address before the Advertising Club of Washington.

Speaking from the new studios of WOL, Washington, which keyed the program for Mutual Broadcasting System, the chairman of the Democratic National Committee commended the pioneers of radio for their foresight in building the industry to the point "where it is now perhaps the most important factor in the moulding of public opinion". Among other speakers were Gen. Hugh S. Johnson, former NRA administrator, and Senator O'Mahoney (D-Wyo.), both of whom made references to radio.

"The job performed by radio during the last national elections," Mr. Farley declared, "should stand as a hallmark in radio annals. The candidates themselves went to the people via the microphone. They laid the issues squarely before the electorate. The voters were in a position to decide for themselves. They decided, although I am sometimes impelled to wonder whether the people in Maine and Vermont own radios.

Praise for Radio

"The remarkable point about the last campaign, which was largely waged by radio, is the fact that there were few recriminations, few contentions that the stations or the networks were unfair in their allotments of radio time. The broadcasting industry deserves commendation for its handling of that delicate problem. But things are done that way in America, where freedom of speech, of thought and of expression, both written and oral, prevail. * * *

"Those men and women who have been identified with radio development during the last dozen years deserve the plaudits of the nation. They have surmounted new problems that were bound to arise in a young industry, notably one that has as its cornerstone, service to the public. There are other problems that constantly beset the industry. My parting word is simply that those executives who shape the policies of radio continue to keep in mind that broadcasting is a service dedicated to all of the people; that it should never become partisan in its motives, and that it should strive ever to increase the quality of its public offerings."

Both Mr. Farley and Gen. Johnson paid tribute to William B. Dolph, manager of WOL, who served as radio director of the Democratic Committee during the last campaign, and prior to that was radio director of NRA under Gen. Johnson.

Sandage Quits Census

DR. C. H. SANDAGE, chief of the division of communications, U. S. Census Bureau, who conducted the census of radio broadcasting last year, leaves that post July 1 to return to Miami University, Oxford, O., where he will be professor of marketing. He took a leave of absence from Miami in September 1935 for the census assignment, at that time having been associate professor. Dr. Sandage also will resume his consulting practice in marketing, advertising and radio research at the university.

Hanrahan Doubles Staff Of WCPO in Cincinnati

DOUBLING of the staff of WCPO, Cincinnati outlet of Continental Radio Co., affiliate of the Scripps-Howard Newspapers, is reported by James C. Hanrahan, vice-president, who has spent the last several months at that station reorganizing it. In March and April, Mr. Hanrahan reported new business totaling about $60,000 has been signed.

With the resignation of William A. Clark as manager, that position is being temporarily filled by Mr. Hanrahan. To the sales staff have been added John P. Smith, formerly secretary to Karl A. Bickel; James R. Knox, formerly of New York, and Jack R. Reimann, of Washington. Promotion manager now is George Hart, formerly with WLW.

In the program department the following appointments have been made: William Kirkendale, formerly in agency work, program director; Kenneth Beghold, formerly with WXYZ, Detroit, and WIBM, Jackson, chief announcer; James McCulla, formerly with KSO, Des Moines, and KFAB, Lincoln, announcer; Phil Ross, formerly of WIBX, Utica, announcer; Bob Knapp, announcer; Larry Payne, formerly with WIBM, announcer; J. D. (Jeff) Dickerson, formerly with KFH, Wichita, WJR, Detroit, and WKRC, Cincinnati, continuity chief; John Brakebill, formerly with WNOX, Knoxville, writer; James Maxwell, formerly with WLW and WKRC, writer.

The engineering staff remains intact, headed by Glenn Davis. Verne (Red) Thornburg has been named assistant to Harry Hartman handling sports and Jane Schrader has been named announcer of women's events.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Complete intensified coverage of major Connecticut market . . . where people HAVE money and, what's more, where they SPEND it!

Basic Network Station of the Columbia Broadcasting System

INTENSE TEST
All Golden Gate Stations Used in One Day

TESTING the selling power of radio, MacFarlane's Factory Stores, San Francisco candy makers and distributors, experimented with a one-day campaign Sunday, April 11, which saw their sales message broadcast over every radio station in Oakland and San Francisco during a four-and-one-half-hour midday period.

The MacFarlane organization, which features a slangy copy slant built around "Mr. Awful Fresh MacFarlane", "Nuts 2U MacFarlane", "Public Nut No. 1 MacFarlane", etc., is ordinarily a heavy space buyer in the dailies, frequently in color. For the test day, the company switched to radio completely, using two quarter-hour programs with Bob Stevens, tenor, on KPO, three quarter-hours on KJBS, and spot announcements on all other stations, including KFRC, KSFO, KYA, KGO, KGGC, in San Francisco and KLX, KROW, and KLS in Oakland. Copy used was substantially the same as that used in newspaper display. All programs were aired between 10 a. m. and 2:30 p. m., in several instances at the same time on different transmitters. Lowe Features, San Francisco, was the agency.

ALTHOUGH WEOA, Evansville, Ind., is not affiliated with CBS, it has been added to the CBS *March of Time* hookup which began with the new series which started April 15 under sponsorship of Servel Inc., (Electrolux refrigerators).

Renfrew in Movie

TURNING the tables on the numerous motion picture stars and scenarios that go radio, another network radio program now is going motion picture. The program is *Renfrew of the Mounted*, currently off the air but sponsored by Continental Baking Co. from March, 1936, through March, 1937, five days weekly over a nationwide CBS network. Grand National Pictures has purchased the film rights to the popular children's program, and will produce four feature length pictures in 1937 and 1938. Douglas F. Storer, veteran New York program producer who set the deal, indicated that *Renfrew* would return to the air soon as a sponsored feature.

Sell it to Cohen

Thru—

WLTH Jewish Radio Station

Position Wanted by Jewish Radio Announcer!

who speaks in Yiddish to a quarter of a million families nightly. Will take on a few additional American products. 10 years experience, "success stories" available.

SAMUEL GELLARD

WLTH, 105 2nd Ave., N. Y. C.

Roesler and Howard, National Rep.

LETS GO!!

Pittsburgh is going to be a BETTER place to sell this summer.

Payrolls are at the highest mark since 1930. Department store sales are way up. People are buying!

These facts, plus WCAE, first choice of listeners in Metropolitan Pittsburgh, will keep your sales manager free of summer headaches.

We have a few preferred spots open, but our salesmen are filling them fast—so hurry!!

WCAE

PITTSBURGH • BASIC NBC RED NETWORK

National Representatives - HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

WMCA
NEW YORK'S OWN STATION
leads in PROGRAM PLANNING

Charm
SCHOOL OF THE AIR
9-9:15 A.M. DAILY

Networks Plan Building Projects

(*Continued from page 26*)

Bldg. downtown, will be ready for occupancy about July 1, and will double the capacity of the present studios. Because of the great number of talks on national affairs originating in Washington, the new studios will include two of the speaker type. Three others will be for entertainment broadcasts. The NBC quarters, also housing WRC and WMAL, will have an almost continuous frontage of windows on three sides. Cost of the new plant, including the new transmitter contemplated for WRC in nearby Maryland, will be about $350,000. Applications for removal of the transmitter and for an increase in power to 5,000 watts daytime are now pending before the FCC.

Negotiations have been completed, Mr. Lohr said, for construction of a new NBC building at Schenectady to house WGY, General Electric's 50,000-watter, at an estimated figure of $300,000. Work will begin shortly on studios which will occupy a space of 20,000 square feet. The plant is expected to be ready for use Sept. 1.

WTAM Moves Jan. 1

WTAM, Cleveland outlet of NBC-Red, is expected to occupy new quarters on the first four floors of the Guarantee Title & Trust Building, Cleveland, shortly before Jan. 1, according to virtually completed plans announced April 26. Seven studios, the largest of which will seat 400 persons, are planned at the new site. The engineering equipment and the master controls will be located in the basement level. Reception rooms and five studios will be on the first floor. The two largest studios will be on the second floor. Offices will be on the second and third floors.

The lease also includes the use of the roof and of a large electric sign mounting atop the building. Provisions for television facilities will be made both in the studios and on the roof. The entire project will cost between $250,000 and $300,000. WTAM has an application before the FCC for permission to erect a vertical radiator antenna on the site of its transmitter at Brecksville, southwest of Cleveland.

Discussing plans for improved studio facilities in Hollywood and San Francisco, Mr. Lohr asserted they are still in a formative stage. The capacity of the present Hollywood studios will be doubled, he said, while those in San Francisco will be expanded materially.

NBC is said to be interested in taking over a 10-acre tract at Cahuenga Blvd. and Romaine St., and build a radio village of its own, as called for in plans now being drawn up. Tract is close to the KMTR site.

Don E. Gilman, NBC western division vice-president, is in New York conferring with Lenox R. Lohr, president, and other network officials on Pacific Coast expansion plans. Upon his return to San Francisco he is expected to announce where the new Hollywood studios will be located and also future NBC activities on the West Coast.

* * *

KMTR, Hollywood, has moved its studios and executive offices from the United Artists Studio Corp. lot in that city to temporary headquarters until its new radio village at 1028 N. Cahuenga Blvd. is completed. Temporary executive offices have been established at 1522 North La Brea, Hollywood, with a branch office at 732 Wilshire Blvd., Los Angeles. Broadcasts are being divided, originating from the KMTR transmitter on Cahuenga Blvd., Hollywood, and from Lucca's Restaurant in Los Angeles. Unexpected move, which took place April 22, was caused by an immediate building expansion program on the part of United Artists Studio Corp., which needs the additional space for film work.

Construction of the $150,000 radio village to house KMTR will get under way the first week in May, according to Victor Dalton, station owner, contract having been awarded to James Riddell. Kenneth Worthen is architect for the new studios which will be located on a 3½ acre tract. Village will be similar to a motion picture lot, with various administration buildings, offices, studios and a little theatre. Structures will be of the early California-Monterey type.

Bid Is Rejected

Harrison Holliway, manager of KFI-KECA, Los Angeles, and representing Earle C. Anthony, owner of the two stations, several weeks ago offered Dalton $175,000 for his station, but was turned down. It is said that Anthony is interested in acquiring KMTR to replace KECA as the NBC-Blue outlet. His KFI is the NBC-Red outlet in Los Angeles. In the event that Anthony is successful in effecting a deal he would operate KECA as a purely local station.

Colleges and Recording

THE new instantaneous school and college recorder manufactured by the Universal Microphone Co., Inglewood, Cal., has met with a particularly favorable response on the part of educational institutions, according to James R. Fouch, president. Besides regular class-room use, many colleges have purchased the recorder for summer session work and demonstration purposes. Firm placed the new machine on the market in response to a demand from schools and colleges that already use the Universal professional or portable recording machine, he stated. These include the Universities of Southern California, Kansas, Arizona, Wisconsin, Iowa, Washington, and Florida; the College of the Pacific, San Francisco State Teachers College, Walla Walla College, North Dakota Agricultural College and many others. The school and college model is completely housed in a black carrying case with the recording equipment, playback, cables, amplifier with tubes, dynamic speaker, velocity microphone and collapsible orchestra microphone stand.

ABC Spots Deferred

ALTORFER BROS Co., Peoria, Ill. (ABC washing machines) is holding up placement of quarter-hour transcription series on a large group of stations pending definite settlement of labor trouble in its Peoria plant. Series will be broadcast two and three times weekly. Hanff-Metzger Co. Inc., Chicago, is agency.

ANNOUNCERS and engineers at NCB's studios are engaging in a checker tournament, with Poet Eddie Guest promising a trophy cup for the winners. Announcers Fort Pearson, Don Dowd, Charles Lyon, Bob Brown, Gene Rouse, Les Griffith, Tom Casey and Bill Craig and Engineers P. H. Clark, Les Washburn, Hunter Reynolds, E. C. Horstman, P. J. Moore, G. E. Webster, V. Mills, A. Otto, W. Conrad and J. L. Miller are the contestants.

139% gain
IN
DEPARTMENT STORE SALES!

In Louisville, improved Easter business swelled March Department Store sales more than 139% over February volume and registered a gain of 40.8% over March, 1936. The same general upward trend held in all retail business, sales increases ranging from 15% to 50% over last year. Extra profits are to be made by promoting your product in this active market through these effective media.

WHAS
EDWARD PETRY & CO., NATIONAL REPRESENTATIVES
*
Owned and operated by
The Louisville Times Company,
publishers of
THE COURIER-JOURNAL
THE LOUISVILLE TIMES
Represented Nationally By The Branham Company

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
A Radio Script for Every Sustaining and Commercial Need

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N.Y.
From script to production - that extra something that's good radio

KFRU
COLUMBIA, MISSOURI
A Kilowatt on 630
A Sales Message over KFRU Covers the Heart of Missouri

WBS and ERPI Plan New Hollywood Plants; Deutsch Goes to Coast

PLANS for new studios for World Broadcasting System in Hollywood, will be studied by Percy L. Deutsch, WBS president, who left New York April 22 for the Coast. He spent two days in Chicago inspecting the studio layout there, shortly to be dedicated, and then proceeded to the Coast. Mr. Deutsch said nothing definite had yet been decided as to Hollywood construction. Roughly, it is estimated that possibly a $250,000 investment will be involved should the plans materialize. Electrical Research Products Inc. also contemplates construction of a complete galvano and pressing plant, which WBS would use for its pressings. Approximately $500,000 will be spent to erect and equip two new recording plants in Hollywood to handle productions of ERPI licensees, who include General Service Studios. That company is erecting a new sound film recording plant at Eleanor & Seward St. to cost approximately $250,000. Plant, besides executive offices, will include a little theatre, lounge, large scoring and recording stage, and a review room with newest Western Electric recording and processing equipment. General Service Studios will continue to operate its present Romaine Street plant, using the new building primarily for film work, according to D. C. Hickson, vice-president and general manager. Disc recordings will also be handled at the new plant, but on a limited basis, he stated.

World will also establish a recording plant of its own in Hollywood, and Mr. Deutsch was scheduled to arrive in that city on April 27 to confer with Pat Campbell, his West Coast manager. Campbell has picked out several prospective sites for Deutsch's inspection. One is definitely under option, and it is expected that Deutsch will announce building plans before he returns to New York. World Broadcasting Co. has been using the General Service Studios for the past five years, and Campbell stated that the increase in Hollywood business has necessitated his organization establishing its own plant in that city.

More P & G on NBC

PROCTER & GAMBLE Co., Cincinnati soap manufacturer, starts its 21st current program on NBC on May 21, when it launches Jimmy Fidler in another series of *Hollywood Gossip* programs to be broadcast for a quarter-hour Friday evenings on NBC-Red in the interests of Drene, for which he also broadcasts a Tuesday evening program. P & G programs now on NBC total 79 quarter-hour broadcasts weekly, divided into 20 series with 12 program titles, placed through four advertising agencies. The Drene programs are handled by H. W. Kastor & Sons Adv. Co. Inc., Chicago.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
WOL
Washington, D. C.

Chicago Recording Ban Supported

(*Continued from page 22*)

late. Four years ago I called for action along the lines Petrillo is now taking, and had the AFM taken a firm stand at that time it might have been successful, but not now. You cannot lick a mechanical device by trying to boycott it after it is well established, especially when your boycott, to be successful, must be followed in hundreds of independent communities scattered over 48 states and several foreign countries. Some of our major recording companies have branches in every corner of the globe, and with such wide ramifications of buying, exchanging, and trading of master plates, and padding and doctoring of dies, etc., the Chicago local is clearly fighting a lost cause.

"What the AFM can do, and is all too likely to do unless a workable compromise, such as that I am now working on, is promptly adopted is to outlaw remotes and conduct a transcription fight that will cost everyone concerned hundreds of thousands of dollars and set the broadcasting industry back by several years of development. If that happens—and the way things are going it looks as though it might—everyone, including the general public, is going to be made to suffer for a situation that no one can help. There is room in the broadcasting business for remotes, transcriptions, network programs and studio musicians, but it must be on a basis which will give the local musicians a reasonable livelihood without imposing a penalty on scientific and mechanical development.

Standby Problem

"The broadcasting industry has a definite need and place for transcriptions, or transcriptions would not be here. The Federal Government has issued hundreds of licenses to small 'hundred watters', and while it is probable that these have to do indirectly with television, what can be the immediate future for such stations if AFM attempts to outlaw their main source of program material? By no stretch of the imagination can these stations, located in small towns, support staff orchestras, much less stand-bys. Should they choose to play a recording of the Philadelphia Symphony all the harmonica players within 50 miles would not suffice to cover Petrillo's stand-by requirements.

"The 100 watt stations must of necessity start with recordings. And if the 100 watter doesn't get started, it is certain that the musicians won't. Under my plan, however, if the small station builds and increases its business-coverage and wattage, the local musicians will benefit along with the general public, yet no impossible restrictions will be placed on the station operator during the period of development and full operation.

"Station managers with whom I have discussed the plan are heartily in favor of what has been disclosed and are asking for more details. Like myself, they see the possible alternatives which may affect sponsored programs involving traveling band units and the functioning of remotes. Now that Petrillo has precipitated the situation, prompt action is going to be necessary to avoid a long-drawn-out and costly war. I hope musicians generally will give the problem the careful attention it deserves, and be prepared to act in an intelligent and statesmanlike manner at the convention in June. I should personally like to hear from all who would like further details."

Theme music used on the Duart Sales Co. *Passing Parade*, an NBC feature produced in San Francisco with John Nesbitt, is now being supplied by live talent, in order to avoid possible conflict with the recent ruling of the Chicago Federation of Musicians regarding recordings. The fact that the program is released in Chicago (Mondays and Tuesdays) inspired Duart to conform. The Beaux Arts Trio, NBC group, is being used.

Nature Friend Expands

NATURE FRIEND Inc., New York (Magic bird food, etc.) has named Wales Adv. Co. Inc., New York to handle its account and is planning to expand its radio campaign. In Philadelphia, Anice Ives will be heard daily on WIP and a New England participation program on WEEI and other CBS stations is announced. Extensive merchandising campaigns accompany extension of the radio promotion.

Hello!
George Trimble
Marschalk & Pratt, Inc., N. Y.
Thank you for a most pleasant interview during my recent visit to your agency. An order from you can actually prove our statement that WMBD is the only station that THOROUGHLY covers the rich Central Illinois market. A real community service is responsible for our advertisers doubling and trebling their radio advertising budgets. WMBD carries, we believe, more national and local advertising than any other station its size in a market its size. Our arguments are based on results. May we serve you, too?
MEMBER CBS NETWORK
WMBD
PEORIA, ILLINOIS

At the TOP 550 in San Antonio
FOR SUMMER
— — 1937
The finest schedule of Radio Programs and features ever available to San Antonio and South Texas listeners.
★ NEWS
★ BASEBALL
★ MORE THAN FIFTY PROGRAMS EACH WEEK FOR LOCAL SPONSORS
★ AND ALL THE BEST COLUMBIA BROADCASTING SYSTEM PROGRAMS
KTSA
SAN ANTONIO, TEXAS
HEARST RADIO
National Representative
New York Chicago San Francisco
Los Angeles Dallas

B. M. Grotkop Is Named Oklahoma Network Head

B. M. GROTKOP, of the sales staff of KTOK, Oklahoma City, on April 24 became managing director of the Oklahoma Network Inc., succeeding Glenn Condon, resigned. The network recently joined Mutual Broadcasting System. Simultaneously, W. E. Robitsek, commercial manager of KTOK, Oklahoma City, relinquished certain duties in connection with the network to devote full time to KTOK, which is owned by Harold Hough, and which recently changed its call from KGFG. The Oklahoma Network comprises, in addition to KTOK, stations KADA, Ada; KVSO, Ardmore; KBIX, Muskogee; KGFF, Shawnee; KCRC, Enid; WBBZ, Ponca City; KASA, Elk City.

WSOC IS A

STAR

PRODUCER

★

A master salesman knows his prospects. He talks their language. So does WSOC. That's why your advertising dollars on this friendly station bring such profitable response.

WSOC Charlotte, N.C. an NBC Affiliate

Willys 'Surprise Party' Tours, Starts Over MBS

WILLYS-OVERLAND Co., Inc., Toledo, which launches a Sunday evening *Surprise Party* series on MBS on May 2, is not only sponsoring Kay Kyser and his orchestra to advertise its cars, but is also using its cars to transport this musical aggregation from town to town as it tours the country. The opening broadcast will come from Chicago; later ones from such diverse points as South Bend, Milwaukee, Omaha, St. Louis, Charleston, Denver, Memphis, New York and Boston. In a cavalcade of streamlined Willys autos, with the lead car designed as a duplicate of the old-time covered wagons, the Kyser caravan will travel for its series of one-night stands or longer visits to the country's ballrooms and radio stations. Each car is equipped with public address sound amplifiers and driven by a chauffeur uniformed in spotless white.

Advertising for the new Willys is handled by the United States Adv. Corp., Toledo. As this issue of BROADCASTING went to press, the half-hour programs were scheduled for 25 stations but discussions were under way for the addition of the Don Lee and New York networks to this list. The show will be heard Sundays, 10-10:30 p. m. (EDST) on WOR, WGN, WSAI, CKLW, WAAB, WFIL, WRVA, WGAR, WGR, KWK, WSPD, WHKC, WOL, WABY, WMBO, KTAT, WRR, KTOK, KSO, WMT, KOIL, KFEL. On May 16 the network adds WCAE, WSM and KSTP.

Names Under Fire

NBC has a new legislative worry, although it doesn't seem to be particularly disturbed at this writing. Rep. Burdick (R-N. D.) has introduced a bill which would make unlawful the use of the words "National", "U. S.", "United States" or "Federal" in trade names or private business. The measure now reposes before the House Judiciary Committee as H R-6323. Such words now in private use would be discontinued by July 1, 1939, with a penalty of one year imprisonment for violation. The purpose, says Rep. Burdick, is protection of the people in dealing with private business enterprises and believing them to be agencies of the Government.

Promotion Men Meet

NETWORK and station sales promotion executives of New York combined for the first time at a get-acquainted luncheon on April 21 at the Victoria Hotel. Present were Al Rose, WMCA; Alfred Moss, WQXR; Gene Thomas, WOR; Frank Foster, WINS; A. L. Simon, WHN; Leon Goldstein, WBNX; Theodore I. Oberfelder, Hearst Radio; Robert Schmid, MBS; E. P. H. James, NBC; Victor M. Ratner, Edwin Reynolds and M. L. Gaffney, CBS. Representing the only sizeable group of broadcast promotional men in any city with the exception of Chicago, they plan to meet semi-monthly for informal discussions without attempting to establish definite objectives. The next meeting is scheduled for May 19, and probably will be held at the Picadilly Hotel.

Curtice Participating

CURTICE BROS. Co., Rochester (Blue Label foods), is participating in the *Marjorie Mills* household programs on the Yankee Network (stations WICC, WCSH, WNAC, WEAN, WTAG, WTIC), broadcast Tuesday and Thursday from 1:30 to 2 p. m., and in the *Household Chats* program on WGY, Schenectady, on Thursday, 1:45 to 2 p. m., using five-minute spots in these broadcasts. N. W. Ayer & Son Inc., New York, is the agency.

Marx Brothers Indicted For Alleged Violation Of the Copyright Laws

FEDERAL grand jury in Los Angeles on April 14 indicted Groucho and Chico Marx of the Marx Brothers film comedy team, on a charge of violating copyright laws. Indictment was based on charges of Carroll and Garrett Graham that the Marx brothers had used a part of their serial, *The Hollywood Adventures of Mr. Dibble & Mr. Dabble* for a radio program over KHJ, Los Angeles, last September.

Although the grand jury action was independent of any pending civil suit, it was understood that the facts presented to the jury were similar to those charged in a civil action filed against the brothers last Oct. 16. Action, filed by Garrett Graham, named the Don Lee Broadcasting System; two Marx brothers; CBS and R. G. Reynolds Tobacco Co., as defendants. Damages of $26,000 were asked in the civil action on the ground that asserted unauthorized use of the radio script reduced the value of the remaining 25 episodes of the serial dealing with the careers of Mr. Dibble and Mr. Dabble. It was alleged that the serial installment had been copyrighted in April 1934. Civil suit was scheduled to be heard April 27 in Los Angeles.

In an answer to that action, the Marx brothers denied infringement charges, explaining that the script used by them was written by Al Boasberg in collaboration with the Grahams and that their use of it was authorized by him.

KNX, Hollywood, has settled out of court the Rachel Field Paderson suit for unauthorized use of excerpt from her book *Time Out of Mind*. She sued for $10,000 damages. Amount of settlement was not revealed.

Bowen Seeks 100-Watter

SCOTT HOWE BOWEN, owner, and Sale Robertson, manager of WIBX, Utica, N. Y., are disclosed as chief stockholders in Utica WUTK Inc., a new corporation which has filed an application for a new full-time 100-watt station on 1420 kc. in that city. Each holds 175 shares of stock in the company, while the following are listed as holders of 30 shares each: Richard Balch, local business man; Walter Mann, vice-president, West End Brewing Co.; Stepen W. Brennan, attorney; Charles Donnelley, local postmaster, and Charles McKernan, commissioner of public works.

A PARTY of 39 advertising men from Germany, Switzerland and Norway, visiting the United States to study American advertising methods, toured NBC's New York headquarters on April 13, under the guidance of E. P. H. James, sales promotion manager, who explained commercial broadcasting to them. The trip is sponsored by Die Deutsche Werbung, German press and advertising association.

WHDL

DOMINATES...

one of the Nation's Wealthiest Markets, entirely divorced from any larger metropolitan market area.

The **OLEAN — BRADFORD** *Area*

BRADFORD Bank Deposits

$1,024 per capita

HIGHEST IN THE UNITED STATES

OLEAN Bank Deposits

$722 per capita

71.6% ABOVE THE U. S. AVERAGE ($420.52)

A $150,000,000.00 MARKET

WHDL

PRIMARY AREA 250,000 PLUS

SERVING THE HIGHGRADE OIL METROPOLIS OF THE WORLD

Business Offices and Studios: OLEAN, N. Y. and BRADFORD, PA.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST IN ST. LOUIS

To Broadcast

Soccer Football

Play by Play

STANDARD RADIO INC.

Electrical Transcriptions for STATIONS and SPONSORS

HOLLYWOOD ★ CHICAGO

FCC Is Asked by Western Union to WJBK to Compel Give Sport Service

A LEGAL attack against Western Union, alleging unjust discrimination by its refusal to supply play-by-play reports of out-of-town baseball games of the Detroit American League Club, has been launched by WJBK, Detroit independent. An informal petition demanding that Western Union, as a common carrier, be required to supply the service was filed with the FCC and on April 17 the station's attorneys filed mandamus proceedings in the Federal court in Detroit, alleging similar grounds.

Dr. Irvin Stewart, chairman of the FCC Telegraph Division, referred the petition to the Law Department for study and report. Raising an unprecedented question, it is expected that the Law Department first will attempt to ascertain whether the FCC has jurisdiction in such a proceeding. Western Union, of course, also must file its answer both at the FCC and in the courts before there can be an adjudication.

Claims Discrimination

WJBK is headed by James F. Hopkins and the petitions set forth that the station pioneered out-of-town baseball broadcasting, by inaugurating the service in 1933 by means of the telegraphic reports. At that time, it set forth, other stations were not favorable to the plan. It held that while Western Union refused WJBK the permission, WWJ and WXYZ, Detroit, have been granted the requests. General Mills and Socony are sponsoring the broadcasts over WWJ, while Socony is sponsoring the WXYZ-Michigan Network schedule.

Through attorneys Morris Luskin and William Cohen, WJBK on Sept. 17 filed in the Federal District Court in Detroit the petition for a peremptory Writ of Mandamus. A postponement was authorized by the court on the Western Union answers and the case is expected to come up early in May.

Text of Petition

The text of the informal petition filed by WJBK with the FCC follows:

This letter is in the nature of an informal complaint against the Western Union Telegraph Co. for unjust discrimination in refusing services to James F. Hopkins Inc., a Michigan corporation, operator of Radio Station WJBK.

WJBK has made an application to the telegraph company for play-by-play reports covering the games played abroad by the Detroit Baseball Club against the other baseball teams of the American League. The telegraph company has refused the desired permission.

WJBK pioneered this type of baseball broadcast in the City of Detroit in 1933 and continued the service during 1934, 1935 and 1936. In 1934 and 1935, Radio Station WXYZ also broadcast similar reports of the out-of-town games. In 1936, Radio Stations WWJ and CKLW also furnished such broadcasts. During these years, Radio Station WJBK has been successful in building up a tremendous public following and listener interest in these broadcasts.

This year, however, although Radio Station WJBK has the same reliable sponsors as it has had in the past, it is unable to broadcast these games because of the refusal of the permission heretofore mentioned. On the other hand, Stations WWJ and WXYZ have requested this service and such request has been granted.

It is the contention of Radio Station WJBK that the telegraph company, a common carrier subject to the jurisdiction of this Commission, is guilty of unreasonable discrimination contrary to Section 202 of the Communications Act of 1934. In this connection, it is pointed out that this discrimination is against a licensee of this Commission and that this licensee is charged with the duty of operating its station in the best interest of the listening public. WJBK believes that, having been permitted to render the service during the past four years and having developed a listening audience, for this type of service, the public interest will best be served by continuation of that service.

This complaint is respectfully filed with the request that this Honorable Commission order the telegraph company to render the service heretofore refused.

NBC and CBS Answer Discrimination Charge In Political Controversy

IN REPLY to a protest made against the Pacific Coast representatives of NBC and CBS by David P. Barrows, professor of political science, University of California, and president of the League for Supreme Court Independence Inc., Don E. Gilman, vice-president in charge of the NBC western division stated:

"NBC does not sell time for controversial broadcasts of a political nature, except during a political campaign. In the present instance, with reference to the request for the purchase of time on the NBC-Pacific Coast network made by the League for Supreme Court Independence, NBC is giving the use of its facilities and its broadcasting time nationally, in order that both sides of the Supreme Court question will be presented. The policy of the company does not permit additional periods to be sold."

In a plea to Senator Burton K. Wheeler, leading the anti-court packing fight, concerning the attitude of NBC and CBS officials, Prof. Barrows said: "Because we have noted your vigorous action in a similar situation, we wish to call your attention to our strong protest against the stand that NBC and the CBS have taken. You will be interested to know that the Mutual-Don Lee System has sold us radio time without objection or discrimination."

COVERAGE CHASING—Here's Herb Hollister, manager of KANS, Wichita, who would have you know he makes his own field intensity surveys. The equipment is an RCA TMV-75-B unit.

Cairo Session Fund

AN APPROPRIATION of $49,000 for the expense of the American delegation to the Cario International Telecommunications Conference to begin next February, was approved by the Senate April 20, and now goes to conference with the House. The delegation to the conference, held each five years for the revision of treaties governing international communications, has not yet been named. The preparatory conference, called the CCIR, will be held in Bucharest next month. The American Delegation consists of Dr. J. H. Dellinger, Bureau of Standards, chairman; Lieut. E. K. Jett, FCC assistant chief engineer; Gerald C. Gross, FCC chief of International Information; Capt. S. C. Hooper, Navy Department; Lieut. Col. D. M. Crawford, Army Signal Corps, and Francis C. deWolf, State Department, Treaty Division.

Features for MAY!

Used Car and Loan Radioaids

"TIME IS MONEY"

Radioaids

REG. U. S. PAT. OFFICE INC.

1585 Cross-Roads of the World

Hollywood, California

Also Available

Laundry — Furniture
Dry Cleaning — Bread
Jewelry — Ice Cream
Optician

RADIOAIDS

MORE POWER FOR YOU!!

KYA increases power to 5000 Watts.

KYA's powerful signal is now transmitted by all new RCA high fidelity equipment from microphone to its 450 foot vertical radiator, grounded to the salt waters of the San Francisco Bay. KYA's improvements have been made so northern California's 420,000 radio equipped homes may enjoy at their best, California programs for California people. KYA is a member of the California Radio System which includes KYA, San Francisco; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; and KEHE, Los Angeles—covering California's SIX major retail markets.

HAVE WE YOUR PLACING ORDER?

KYA

The Voice of The San Francisco Examiner

A MEMBER OF THE CALIFORNIA RADIO SYSTEM

National Representative: HEARST RADIO

NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

WEBC

Tells Your Story In

AMERICA'S SECOND PORT
DULUTH & SUPERIOR

And on the

IRON RANGE IT'S

WMFG
HIBBING

WHLB
VIRGINIA

PREFERRED in WICHITA and its TRADE TERRITORY

K-A-N-S

WICHITA, KANSAS

For Sale

Western Electric Transmitter—Type 6B—1000 watt — complete with tubes and motor generator set — for $2500 f. o. b., Radio Station WCAO, Baltimore, Maryland.

Also, a General Radio Beat Frequency Oscillator, type 413-B — $25 f. o. b. Radio Station WCAO.

Wire or write

WCAO

Baltimore, Maryland

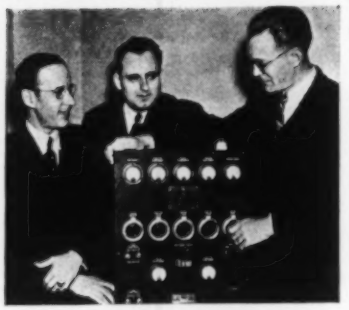
Tax Obligation Decided In Broadcast Programs By California Officials

A FUNDAMENTAL interpretation of the issue as to who will pay the state unemployment tax for musicians and artists employed in radio broadcasts was rendered by the California Unemployment Reserve Commission in Sacramento on April 14. It was arrived at after several weeks following the Feb. 19 [BROADCASTING, March 1] subcommittee hearing in Los Angeles.

Decision, far-reaching in scope, held that generally persons engaged by sponsors of programs are not employes of the sponsor, except in instances of independent contractor relationship, but that under most circumstances they are employes of advertising agencies. Independent contractor relationship exists in cases of orchestras whose leaders transport, hire, discharge and control the activities of members. Broadcasting companies are employers of persons engaged by them on radio programs, the commission ruled. Following its decision, the commission directed officers to collect from those firms which held their artists employes were independent contractors.

Policy of the commission, as interpreted by agency and radio executives, means that musicians and artists and their employers, must contribute to the state unemployment reserves fund unless they can show an independent contractor relationship.

The February hearing attended by representatives of NBC, CBS, Don Lee Broadcasting System, advertising and talent agencies, orchestra contractors and musicians was called by the Los Angeles Musicians Union to determine whether orchestra contractors and leaders, or organizations employing them should pay the contribution. Union recently ruled that orchestra contractors were not employers, and that radio stations, agencies, hotels and night clubs should be responsible for the tax.



ECLIPSE ENGINEERS—Meet the men whose technical skill will bring the story of the longest eclipse in 1200 years through NBC from a desert island in the mid-Pacific in July. Left to right: Marvyn Adamas, NBC San Francisco field engineer; Walter Brown, Radio City field man, who left last month to join the National Geographic-U. S. Navy Eclipse Expedition, and A. H. Saxton, NBC western division engineer, tinkering with portable transmitter of type to be used on eclipse broadcast.

Commentator Spots

PAYSON PUBLISHING Inc., New York, publisher of *Commentator*, is advertising the magazine with a series of 10-minute programs broadcast on WEAF, New York, from 11:05-11:15 p. m. on Mondays. Titled *Free for All*, the programs are round-table discussions by John B. Kennedy and guests selected from the editors, contributors and readers of the magazine. Agency is Cecil, Warwick & Legler Inc., N. Y.

THAT the Rockefeller Foundation in 1936 appropriated $40,000 for World Wide Broadcasting Foundation, which operates W1XAL, international short-wave broadcasting station at Boston, was disclosed in the Foundation president's annual report April 16. W1XAL is operated non-commercially, specializing in educational programs, and is headed by Walter Lemmon.

Effects of Sunrise On Radio Studied

WQXR Watching Signals at Dawn to Compare Phenomena

SOME of the first measurements ever taken of the effect of sunrise on radio transmission are being made by WQXR, New York "high-fidelity" station on 1550 kc., in an attempt to secure data comparable with the known effect of sunset, for the purpose of improving radio technique and design for the future.

Experiments, under the direction of John V. L. Hogan, radio engineer and operator of WQXR, consist of a dawn broadcast of recorded music. Special signals at sunrise are measured and recorded at distant points and later compared with measurements made on the same day at the sunset period.

Much to Be Learned

One week in each month, as the seasons change, is being devoted to the tests.

"We still know very little about the effect of sunrise on broadcast radio transmission," Mr. Hogan explained. "We do know a little more about the effect of sunset, and are now comparing the two phenomena. Our findings will increase the sum of knowledge of broadcasting in general and will enable engineers to improve their design work in the radio of tomorrow."

The period of experimentation was inaugurated in March, and will continue until Mr. Hogan's findings are complete. The dawn broadcasts, however, have already resulted in letters from listeners in Canada and distant states, including North Carolina, Vermont, Maine, New Hampshire, Nebraska, Michigan and Indiana, indicating, according to Mr. Hogan, that the 1550 kilocycle "sky-wave" from WQXR provides distant listeners with a more effective signal than is ordinarily obtained from lower-frequency broadcasters.

Ting Tests in West

PHARMA-CRAFT Corp. Inc., Louisville (Ting cosmetics), is sponsoring a half-hour of the early morning *Rise & Shine* program on KHJ, Los Angeles, three mornings weekly for 14 broadcasts and is also using 13 one-minute announcements in the late evening on this station. Sponsor is also taking a daily two-minute announcement for seven days and 13 one-minute announcements on KFWB, Hollywood. Campaign is a local test with no extension planned for the present. Young & Rubicam Inc., N. Y., is the agency.

THE MOST POWERFUL STATION

between
St. Louis
Dallas and
Denver

Covers the Heart of the Triangle

25,000 WATTS
—
NATIONALLY CLEARED CHANNEL
—
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

KVOO

"THE VOICE OF OKLAHOMA"—TULSA

★
WATL
offers you the greatest buying audience in
ATLANTA
at
LESS COST
You pay less to get the BEST Results!

In Baltimore, it's
WFBR
NATIONAL REPRESENTATIVES
EDWARD PETRY & CO.

Radio Events Creating Script Library Service Under Subsidiary Firm

RADIO EVENTS Inc., New York program builders and syndicated script service, effective May 1 is creating a subsidiary to be known as "The Script Library, a division of Radio Events Inc." according to announcement by Georgia Backus, chairman of the board. The new subsidiary, which will engage solely in the syndication of script programs to radio stations and cooperative service on these programs, will occupy space with Radio Events at 535 Fifth Ave., but will maintain a distinct staff, including Genevieve Pace, station contact secretary, and Marie L. Braum, business manager.

Under the new setup Radio Events, the parent organization, will occupy itself exclusively with program building for commercial sponsorship and the handling of its current commercial programs. Concurrent with the extension of its organization Radio Events has entered into an exclusive contract with a radio program service, Service Programs Inc, to produce all radio programs developed and sold commercially by them.

Service Programs Inc., headed by Gladys Miller, merchandising and interior decorating authority recently associated with Bigelow-Sanford Carpet Co., New York, is located adjacent to Radio Events at 535 Fifth Ave. Miss Miller will continue to handle the Bigelow-Sanford cooperative dealer radio program *Hollywood Room Recipes*. Joseph M. Koehler, president of Radio Events and contact for the Service Programs Inc. account, advised BROADCASTING that there was no association in management or ownership of the two companies.

News Writers to Hold Convention in Autumn

AMERICAN Radio News Editors and Writers Association plans to hold its first annual meeting in Chicago next September, it was decided at a meeting of the executive committee in Chicago April 24-25.

The board ruled that press service representatives were not eligible for membership on the executive committee with the result that three non-station members handed in their resignations. They were Ted C. Christie, Universal Service, secretary, Willard J. Hegeen, United Press, treasurer, and Dixon Stewart, Transradio Press executive committee member. Chosen to fill their posts were Al Hollander, WJJD-WIND, Chicago, elected secretary-treasurer and Beckley Smith, board member.

The board adopted a resolution taking exception to an article published in the January issue of the *Saturday Evening Post* and authored by Richard Sheridan Ames. They held the article did not present the true facts in regards to news broadcasts by radio. Censorship of news was denied.

CARL H. SCHULTZ Corp., Brooklyn (Dr. Brown's Celery Tonic), has inaugurated a 26-week campaign over two New York stations. A one-hour program is presented each Saturday morning over WMCA, while two 15-minute afternoon periods are featured over WEVD. Humbert and Jones, New York, is the agency, with Ralph C. Jones account executive.

HOURS REQUIRED
To Plan Minutes on the Air, NBC Sport Pickup

HOURS of planning and arranging for the handling of exactly 65 seconds of broadcasting — that's what some stations are faced with. According to some rapid calculations by Elmer H. Dressman, press chief of WCKY, Cincinnati, some two hours and 15 minutes were consumed in actual setting up of a remote April 19 for NBC rounding up the baseball situation on opening day.

The WCKY announcer had exactly 11 words to say and Charles (Chuck) Dressen, Cincinnati Reds manager, was assigned exactly one minute. For this 65-second pickup, the station had its studio manager, an announcer and an engineer at its hotel studio, involving 45 minutes' working time for each. Then there were letters and wires arranging the pickup with the network, along with typing and distribution of the program continuity to ten persons having various duties in connection with the broadcast. NBC switched the program back and forth between eight cities during the half-hour program, each one figuring in routine similar to that at WCKY.

Crisco Yiddish Spots

PROCTER & GAMBLE Co., Cincinnati, has started an announcement campaign on WBNX, New York, using daily except Sunday 100-word announcements in Yiddish to advertise Crisco. Copy stresses the fact that Crisco is strictly kosher. Contract for 104 announcements was placed through Compton Adv. Inc., New York, and the New York office of Roesler & Howard Inc., foreign language representatives. Roesler & Howard has also placed a series of weekly announcements in German on WRAX, Philadelphia, sponsored by L. Heumann & Co. Inc., New York (proprietary). No agency is involved.

Bayer Discs Renewed

BAYER Co., New York (aspirin) has renewed its dramatic transcription series, *Back Stage Wife*, on 12 Canadian stations and is adding three new Canadian stations to the list. The new schedule specifies 15-minute programs three days weekly for 33 weeks beginning May 12. Additional stations are CJKL, Kirkland Lake, CFCH, North Bay and CKGB, Timmins, all in Ontario. Blackett-Sample-Hummert Inc., New York, placed the series.

Ward Tests Discs

WARD BAKING Co., New York (Ward bread), began a series of 195 transcribed announcements on KDKA, Pittsburgh, on April 19. Ward is using three one-minute announcements daily except Saturday and Sunday for 13 weeks. If the test proves successful, a similar campaign to include from 10 to 15 stations will get under way. H. W. Kastor & Sons Adv. Co., Chicago, is the agency.

STAR RADIO PROGRAMS Inc., New York, added 12 stations to its script program service during one week in April, according to D. C. Studin, vice-president. Among the new stations added was KGU. Honolulu which signed for the *Good Morning Neighbor* women's program.

Rambeau RADIO NEWS

Cash Register Music

This is a message to sales and advertising executives who are more interested in ringing cash registers than in being "angels" to Broadway shows and helping to rehearse the "cuties".

One sales manager said: "Sure, I know that radio advertising will sell our merchandise but I'm no showman—I'm a salesman." Well, that's our trouble too, Mister. We don't believe anything we hear about any program until audience testing proves its "salesability". But every good radio station has at least one program that is tested and proved and has what it takes.

Here are some excellent examples of what we mean by "audience tested" programs.

ADVENTURES OF TOM SAWYER

And what adventures! Tom and Huck are winning their way into the hearts of the boys and girls of California in a way that should interest any advertiser with a product appealing to children. Did we say children? We took it off the air just to see if anybody would really care and a lot of kids from seven to eighty-seven cared so much that they wrote and phoned and otherwise insisted on having Tom back again. So, he's back on all ten stations of

The Don Lee System
California Golden Group

SPORTS SLANTS

SPORTS SLANTS is not only its name but an excellent description of this program. Twelve ten-minute periods a week devoted to comment on all sports, but principally baseball. 5:50 to 6:00 p. m. six days a week—Monday through Saturday and 11:05 to 11:15 p. m. on the same days.
Morris Hicks is your SPORTS SLANTS reporter and he's "tops" in Indianapolis. Of course he's on Indiana's own station—

WIRE
Indianapolis, Indiana

MORNING HOSTESS

Emily Barton knows women and talks to them about things in which they are really interested. On this one, we would like to refer you to an advertiser who quit it for another competitive program and has just come back. A participation program on San Francisco's leading station.

KFRC
San Francisco, California

MAN ON THE STREET

A street reporter with a microphone provides one of those human interest programs that appeals to ordinary folks who buy a lot of baked beans, boots, shoes, automobiles and toothpaste. It is on from 12:30 to 12:45 p. m. Thursdays, Fridays and Saturdays or we will put it on every day if you'll say the word.

WOOD
Grand Rapids, Michigan

DAY IN REVIEW

All the news of the day, every weekday at 5:30 to 5:45 and it hasn't missed in four years. Everybody is interested in news. News is drama, tragedy, romance, education. News is world contemporary history. News is floods and fires and births and weddings and football games. News is politics and baseball and that new product you plan to launch and you don't have to be a showman to get that idea. It has an outstanding sales record in the territory covered by the eight stations of

The Michigan Radio Network
Most of the Best of Michigan

RISE AND SHINE

RISE AND SHINE starts the folks of Southern California on each sunny cheerful day with two hours of light music—news flashes—correct time—weather reports—etcetera. It's all as much a part of Los Angeles breakfasts as toast and coffee—and "The Old Timekeeper" serves it up the way they like it. What a spot for corned beef hash, cereal, coffee, bacon, ready-mixed biscuits—or what do you sell, Mister.

KHJ
Los Angeles, California

SYCAMORE STREET

A quarter-hour dramatic serial that appeals to the folks in sunny San Diego at 9:15 to 9:30 a. m. Monday through Friday. This is sold on a participation basis, ready to go, and easy to buy. It's priced right.

KGB
San Diego, California

DALE WIMBROW PRESENTS

Here's a smooth running show that is an ear tickler as well as an eye opener at 8:00 to 8:45 a. m. Monday through Saturday. Mountain Pete and his boys, the Singing Redheads, Eve Gladstone, at the piano and Detroit's best known organist, Margaret Werner, and of course that master salesman—as well as master of ceremonies—old Dale Wimbrow himself.

WXYZ
Detroit, Michigan

These are only a few of the many "audience tested" ready-to-buy programs on these stations just waiting for your sales message. For example there's Sidewalk Interviewer on KDB, Santa Barbara, California—but that's enough to give you the idea.

The idea is that radio is easy to buy and is the safest investment in advertising if you stick to "audience tested" programs with proved "salesability".

William G. Rambeau Company

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO
Tribune Tower	Chanin Building	General Motors Building	Russ Building

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

BROWN & WILLIAMSON TOBACCO Corp., Louisville (cigarettes), on April 27 started for 13 weeks *Sports Bulls-Eyes*, with Frank Bull, commentator, on 8 Mutual - Don Lee Stations (KHJ, KGB, KDB, KFRC, KDON, KGDM, KVOE, KXO), Tues., Thurs., Sat. 6:30-6:45 p. m. (PST). Agency: BBDO, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Drene), on May 21 will start *Jimmy Fidler's Hollywood Gossip* on 29 NBC-Red stations, Fri., 10:30-10:45 p. m., for 52 weeks. This is an added weekly broadcast to Fidler's Tuesday series on the same network for the same sponsor. Agency: H. W. Kastor & Sons Adv. Co. Inc., Chicago.

THE DAILY HABIT OF OVER ONE HALF MILLION PEOPLE

. . . with an income the highest in Wisconsin outside of Milwaukee. Now affiliated with CBS. Write or wire for details.

JAMES A. WAGNER, *Manager-Director*

WTAQ

GREEN BAY • WISCONSIN

WILLYS-OVERLAND Co., Inc., Toledo (automobiles), on May 2 starts *Surprise Party* featuring Kay Kyser, and his orchestra on 22 MBS stations with three more to be added May 16, Sun., 10-10:30 p. m. (EDST). Agency: United States Adv. Corp., Toledo.

RABIN Co., Los Angeles, (cosmetics), on May 2 starts *Just Between Us*, with Pat Barnes, Nat Brusiloff, Bela Rosza and Brick Holden, on 4 MBS stations (WOR, WAAB, WGN, WLW), Sun., 11:15-11:30 p. m. with repeat 12:15-12:30 a. m. Agency: Hays Macfarland & Co., Chicago.

PROSPERITY PUBLISHING Co. Ltd., Los Angeles (political) on May 3 starts for 13 weeks *The Townsend Plan*, political talks, on 10 Mutual-Don Lee stations, Mon., 8:45-9 p. m. (PST). Agency: Lisle Sheldon Radio Adv., Los Angeles.

WEBSTER-EISENLOHR Inc., New York (Henrietta and Girard cigars), on April 19 started *Today's Winners*, racing results, on 5 Inter-City Broadcasting System stations (WMCA, WOL, WDEL, WCBM, WIP), Mon. thru Sat., 5:45-6 p. m. for 25 weeks. Agency: N. W. Ayer & Son Inc., N. Y.

BORDEN SALES Co. Inc., New York (Chateau Cheese), on May 4 will start *Chateau News Reporter* on 5 Yankee Network stations (WNAC, WEAN, WCSH, WTIC, WICC), Tues., 7:30-8 p. m. (EDST). Agency: Young & Rubicam Inc., N. Y.

WASEY PRODUCTS Inc., New York (Delv cosmetics), on April 19 started *Jack Berch*, singer, on 2 MBS stations (WOR, WEAN), Mon., Wed., Fri., 9:45-10 a. m. (EDST). Agency: Erwin, Wasey & Co. Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Kirkman soap), on May 3 starts *Jack & Loretta* on 8 CBS stations (WABC, WGR, WOKO, WIBX, WHEC, WFBL, WHK, WEEI), Mon. thru Fri., 2:15-2:30 p. m. (EDST). Agency: N. W. Ayer & Son Inc., N. Y.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes and Granger Rough Cut Smoking Tobacco), on April 19 started *Chesterfield Daily Sports Column*, featuring Paul Douglas on 60 CBS stations, Mon, thru Sat., 6:35-6:45 p. m. Agency: Newell-Emmett Co., Inc., N. Y.

SAMARITAN INSTITUTION, Los Angeles (alcoholic cure), on April 20 started for 52 weeks *The Old Judge*, dramatic serial, on 10 Mutual-Don Lee stations (KHJ, KGB, KDB, KFRC, KFXM, KPMC, KDON, KGDM, KVOE, KXO), Tues., Fri., 3:30-3:45 p. m. (PST). Agency: Allied Adv. Agencies Inc., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on April 5 started quarter-hour participation in *Woman's Magazine of the Air* on 5 NBC-Pacific Red stations, Mon. thru Fri., 2 p. m. (PST) Agency: Compton Adv. Agency Inc., N. Y.

LA FRANCE DIVISION of General Foods Corp., New York (Satina starch tablets), on April 19 starts for 26 weeks *House Undivided*, dramatic serial, on 10 Mutual-Don Lee stations, Mon., thru Friday., 11:15-11:30 a. m. (PST). Agency: Young & Rubicam Inc., Hollywood.

AMERICAN CEREAL Co., Clinton, Mass., (Weatabix), on April 19 began 39 participations in the *Gretchen McMullen Household* program, three weekly on 13 Yankee network stations, originating at WNAC, Boston. Account is placed by H. B. Humphrey Co., Boston.

DRUMS Inc., Detroit (cleanser), is sponsoring weekly quarter-hour series by Arthur Chandler, on WLW, Cincinnati, and WHN, New York, through new hookup and also over Colonial Network. Agency: C. C. Winningham Inc., Detroit.

Renewal Accounts

NATIONAL ICE ADV. Inc., Chicago (ice and ice-boxes), on April 27 renewed *Homemakers Exchange* with Eleanor Howe on 62 CBS stations, Tues., 11:45 a. m.-noon. Agency: Donahue & Coe Inc., N. Y.

PACIFIC COAST BORAX Co., San Francisco (Twenty Mule Team Borax), on May 18 renews *Death Valley Days* on NBC-Pacific Red (KPO, KFI, KGW, KOMO, KHQ) for one year. Tues., 8-8:30 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

CAMPANA SALES CO., (Moon Glow Division), Batavia, Ill., (manicure items), on April 1 renewed for 13 weeks *Moon Glow Melodies* on 7 NBC-Pacific Red Stations (KPO, KHQ, KOMO, KGW, KFI, KDYL, KOA, and WMAQ, Thurs. 4:45-5 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

Network Changes

MANHATTAN SOAP Co., Inc., New York (Sweetheart soap), on April 26 moved *The Wifesaver*, Allen Prescott's household advice from 17 CBS stations, Wed. and Fri., 9:30-9:45 a. m. (EST), to 16 CBS stations, Mon., 1:30-1:45 p. m. Change involves the loss of WBNS, Columbus, and WBN, Youngstown, the addition of WCCO, Minneapolis, and a change in Buffalo from WKBW to WGR. Agency: Peck Adv. Agency Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso), on May 3 moves *Personal Column of the Air* on NBC-Red. Mon. thru Thurs., 2:45-3 p. m. to 4:15-4:30 p. m., losing WSM, Nashville, and reducing the list from 17 to 16 stations. Program is also broadcast on 11 NBC-Blue stations, Mon. thru Thurs., 11:15-11:30 a. m. Agency: Compton Adv. Inc., N. Y.

BARNSDALL REFINING Corp., Tulsa (petroleum products), on April 18 moved *Courteous Colonels* on 9 CBS stations from Sat., 10:45-11:15 p. m., to Sun., 7-7:30 p. m.

FORD DEALERS OF AMERICA, Detroit (autos), on April 17 moved *Universal Rhythm* to 88 CBS stations, Sat., 7:30-8 p. m. (repeat 10:45 p. m.).

LOVELY LADY Inc., Chicago (Lovely Lady face powder), originally slated to start on April 25 on nine Mutual stations with the *Your Parlor Playhouse* program will use only three stations because of difficulty of getting proper distribution of the product in time. The opening program will go on May 9 from 9:30-10 p. m. (CDST) over WGN, WGAR and WSAI. Agency is Kirtland-Engel Co., Chicago.

SEALTEST SYSTEM LABORATORIES Inc., New York (ice cream and milk), on May 23 will move its *Saturday Night Party* on 37 NBC-Red stations from Sat., 8-9 p. m. (EDST) to Sun., 10-11 p. m. (EDST), at the same time changing the program's name to a new title. Talent and station list will remain unchanged. Agency: J. Walter Thompson Co., N. Y.

GENERAL FOODS Corp., New York, adds KFBK, Sacramento, KMJ, Fresno, and KWG, Stockton, to NBC-Red *Maxwell House Show Boat*.

SPERRY FLOUR CO., San Francisco, shifts drama on Pacific Coast NBC-Red from Sundays to Fridays, 7:30-8 p. m. (EST) beginning April 30. Program will be retitled.

JERRY COOPER, singing star, on May 7 replaces Fred MacMurray as master of ceremonies on the Campbell Soup Co.'s *Hollywood Hotel* series, on CBS Fri., 9-10 p. m.

The Governor of North Carolina Would Now Say to the Governor of South Carolina.

HERE'S HOW!

to get Results

The two famous states — whose governors used to complain about the long time between drinks—now offer a quick method for building sales. The Carolina Combination, WIS & WPTF, sold at one low rate, intensely covers the rich cotton-tobacco area—the most able-to-buy group—in the Carolinas and the results are quick, economical and satisfying.

The CAROLINA COMBINATION

WIS COLUMBIA, S. C. 5000 WATTS NBC

WPTF RALEIGH, N. C. 5000 WATTS NBC

Sold at one low rate

Represented by Free & Peters, Inc.

Announcement

THORNTON FISHER

Dean of

SPORTS COMMENTATORS

And noted cartoonist

(NBC Featured Artist)

Available for high class sponsors

Any network

Recent commercial P. Lorillard Co.

(91 weeks)

Address BROADCASTING, National Press Building, Washington, D. C.

Broadcast Advertising Lively Topic At Advertiser and Agency Conventions

RADIO played a prominent part in two major advertising conventions held the last week of April, the subject of broadcast advertising coming up at the 20th annual convention of the American Association of Advertising Agencies, held April 29-May 1 at the Greenbriar, White Sulphur Springs, W. Va., and at the semi-annual spring session of the Association of National Advertisers April 25-29 at the Homestead, Hot Springs, Va.

Advertising in the large, as a social and economic force, rather than specific details about any particular medium or method, engaged the attention of the members and guests at the open session of the AAAA convention.

Of the speakers at the open session on Friday morning, Raymond Moley, editor of *News-Week* and formerly a member of the Roosevelt administration, talked on the social responsibility of advertising; Henry Luce, publisher of *Time, Fortune* and *Life*, with their subsidiary *March of Time* broadcasts and newsreels, told his methods for determining what interests people; John Anderson, drama critic of the *New York Evening Journal*, developed the point that both dramatist and advertising man are trying to build new worlds of happier people and showed how the public's choice in plays could be used as a guide for successful advertising appeals; and Paul Cornell, chairman of the board of the AAAA and an ace copywriter, discussed the public's attitude toward advertising.

The ANA Discussion

Main radio interest at the ANA's spring session centered in the radio meeting conducted at the opening session April 26 with Dr. D. P. Smelser, of Procter & Gamble and chairman of the governing committee of Cooperative Analysis of Broadcasting as presiding officer.

After reviewing current radio problems and what is being done about them, Dr. Smelser introduced A. W. Lehman, CAB manager, who told about a CAB rural survey.

John J. Karol, CBS director of market research, described a number of the testing techniques used with reasonable success by advertisers during the past year.

One of these techniques Mr. Karol described as "testing by consumer jury." It involves the pre-auditioning of newly-prepared programs along with recorded programs of known audience value before representative groups of listeners. These consumer juries are organized in a number of cities and towns and typical consumers are invited to attend the pre-auditions by means of house-to-house calls. The recorded programs are reproduced through a loudspeaker, Mr. Karol went on and each listener is requested to give her own individual opinion of each program and compare test programs with her favorite daytime program. A detailed questionnaire is prepared and a careful analysis of the votes for the various programs will indicate that certain of the newly-prepared shows are significantly superior and one or two may be clearly preferred to well-established radio programs which are also included in the tests.

He described another testing technique which applies to a program actually being broadcast over a local station. To shorten the time interval and to obtain a reliable audience rating within a three or four-week period, said Mr. Karol, a consumer jury of about 500 representative housewives is organized and arrangements made to have these women listen in their own homes for a specified hour period each day.

After a three-week period of listening, Mr. Karol continued, interviews are made to determine the first, second, third and fourth choice of all programs covered in the study. The questions asked will establish the relative importance of each of the programs and enable the advertiser to determine the value of the test program which is simply one of eight or nine different shows to which the consumer jury listened.

The "continuous consumer jury" method also was described by Mr. Karol, this being a method used by several advertisers to obtain a continuous record of audience interest in specific programs. By the method it is possible to observe almost immediately the effects of talent changes or other program alterations, he said. This consumer jury also can provide quick checkups on reaction to new programs and thus make possible comparisons with shows of known audience value.

L. D. H. Weld, a member of the Joint Committee on Radio Research of the ANA, NAB and AAAA, and chairman of its technical committee, discussed circulation of stations, the number of homes reached and determination of coverage.

West Coast Convention To Draw Record Crowd

PACIFIC COAST radio executives attending the NAB convention in Chicago June 20-23, will stop off in Salt Lake City for the Pacific Advertising Clubs Association's 34th annual conclave, June 13-17 inclusive. They are to participate in the convention's radio departmental meeting June 15, and Harrison Holliway, general manager of KFI-KECA, Los Angeles, chairman of the session, stated that arrangements of the dates had made it possible for the largest attendance of west coasters to the NAB conclave in many years.

Holliway has arranged an elaborate and interesting program for the Salt Lake City radio departmental meeting which is titled "An Extra Curriculum in Radio", carrying out the general theme of the convention "The University of Advertising". Session is to be in four parts and speakers include Donald W. Thornburgh, CBS Pacific Coast vice-president, Los Angeles, whose topic is "The Future of Radio"; Ben S. McGlashan, owner of KGFJ, Los Angeles, talking on "Using Radio for Direct Sales", and Lindsey Spight, Pacific Coast manager, John Blair & Co., San Francisco, who will give a visual presentation of spot broadcasting.

ONE MAN'S FAMILY, top San Francisco dramatic production on the NBC Networks, recently won on the Radio Listeners' Poll conducted by the *Western Canada Radio News* of Vancouver, B. C. Carleton E. Morse's serial for Tenderleaf Tea took first place in a field of 192 programs listed by readers of the magazine.

Where Business Is Good

Did you ever know a poker player who

Talked Loose ...But Played Tight?

Well, that's the way some people handle merchandising service . . . But not at WBIG.

"THE FAVORITE STATION IN THE FAVORED REGION"

Gives all advertising accounts cooperation and complete service.

WRITE FOR FACTS AND DATA ABOUT WBIG!

Edney Ridge, Director

IN GREENSBORO, N.C.

Go Toledo with NBC

WSPD—Toledo's only Radio Station, is now on the Basic Blue Network of NBC and its exclusive position in this great market places it in a class by itself.

5,000 WATTS DAY — 1,000 WATTS NIGHT

For complete coverage of Northwestern Ohio and Southern Michigan, use NBC's new outlet.

Toledo Ohio **WSPD** Toledo Ohio

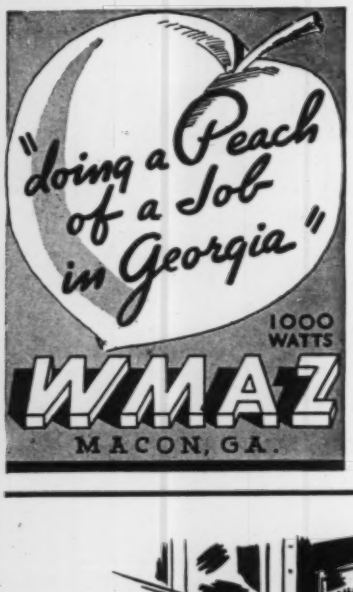
National Representatives — JOHN BLAIR & CO.

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

A community of home owners. 75% of our families own their own homes.
1000 watts KGVO Missoula, Montana
1260 kc.
Columbia Broadcasting System Affiliate



Unions Compete to Organize Radio

(*Continued from page 16*)

the American Radio Telegraphists Association, which on April 15 became affiliated with the Committee on Industrial Organization in charge of the organization of the radio, telegraph and telephone employees. In line with CIO policies, the ARTA is attempting to organize the stations on an industrial basis, and will accept as members all station employes above clerical and below executive status. While aiming chiefly at the technical staffs, the ARTA is aiming at 100% organization of radio employes, and will accept writers, announcers, talent, production men, in fact all station personnel except musicians, who already have their own union.

"If, in our organizing efforts, we take in members who should rightly belong to other union groups we will turn them over freely to those organizations," Mervyn Rathborne, president of ARTA, told BROADCASTING. "Our only aim is that they should all belong to some union and our goal will not be achieved until every station is staffed with completely unionized personnel."

Mr. Rathborne stated that on April 21 the technical force of WHN, New York, had voted to join ARTA and that they had been accepted. Only one station in New York, WBNX, he said, has itself signed a contract with ARTA, and that was under pressure of a strike which kept the station off the air for several days [BROADCASTING, Feb. 1]. The union has contracts with three stations in Philadelphia (WRAX, WPEN, WDAS) and with a number of other stations in the East, Mr. Rathborne said, and has many members from other stations. To date, he said, these members are largely from station engineering departments, as little effort has been made to organize non-technical employees.

Asked specifically about the networks, Mr. Rathborne said that his group has not yet gone to them with any specific demands but he intimated that much ground work had been done and that the networks should by no means consider themselves immune. The recent announcements by both NBC and CBS that beginning next fall their engineers would work only 40 hours a week instead of the present 48, were caused in Mr. Rathborne's opinion by a vain hope that such action would perpetuate the company unions and ward off a desire among engineering employes for membership in the ARTA.

Actor's Equity Busy

Plans for an intensive drive on the radio field are now being mapped out by officials of Actors' Equity Association, A. F. of L. union claiming jurisdiction over all radio performers, except musicians but including announcers, according to Alfred Harding, editorial director of Equity. Full details of the campaign have not yet been settled, Mr. Harding told BROADCASTING, but the union demands on broadcasters will undoubtedly include standard contracts regarding hours of work, pay for performances, rehearsals and auditions, and arrangements that any disputes be settled by arbitration, he said.

Mr. Harding stated that radio has nothing to fear from Equity in the way of unreasonable demands, pointing out that the theatrical managers who opposed the union most vigorously in its early days are now heartily in favor of the organization.

Many radio performers already are Equity members, Mr. Harding said, most of them having joined the union while engaged in stage or picture work and carrying their memberships over into the field of radio. A survey of the broadcasting industry conducted by Equity in 1933 for submission to the NRA code authority showed that of 1,869 names appearing on six lists of network radio talent secured from various sources, 1,078 were Equity members, 58% of the total, and Mr. Harding said that he believed the percentage to be at least as large today.

New England Quiet

Forty-three New England radio stations will be the target for unionization of announcers and operators if the CIO and American Federation of Labor begin such operations in that region. According to officials at Boston's headquarters of the CIO New England Council, the only radio activity is concentrated on radio manufacturers. At present the CIO is handling unionization of the Western Electric in Lynn, Mass., and the General Electric Co. at Pittsfield, Mass., but does not have any plans at this date to reach into radio stations.

At the Massachusetts State Federation of Labor offices, Kenneth I. Taylor, legislative agent, informed BROADCASTING that within the last two weeks his office had conferred with several radio station employes. Francis P. Fenton, New England representative of the American Federation of Labor, could not be reached, but Taylor made the statement that both Fenton and he would go ahead with campaigning among these employes. There are about 130 operators in New England and 150 announcers.

Taylor said that a nucleus for unionization is at hand and that the A. F. of L. practically did not need to solicit unionization, but that radio employes contacted it.

The CIO which has established offices at 333-34-35 San Fernando

"JUST GOIN' DOWN TO THE OTHER END OF THE FARM, SI!"

Out here in North Dakota, our land is newer and richer, our farms are bigger, and our "farmers" make [and spend] just about as much jack as equivalent "captains of industry" in other sections.

Judging either by government and other authoritative data or by the results that WDAY gets for its advertisers, this Red River Valley is one of the best markets in the nation. Why not get the facts?

WDAY, INC.

N. B. C.

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES 5000 WATTS DAY 1000 WATTS NIGHT

Affiliated with the Fargo Forum

KIRO SEATTLE

1000 Watts 710 KC

KIRO LOOIE SAYS:

"If you can't go out to the ball games, come on up and hear them."

NATIONAL REPRESENTATIVES

John Blair & Co.

NEW YORK CHICAGO DETROIT SAN FRANCISCO

Winter and Summer!

MOST OF THE LISTENERS MOST OF THE TIME

WTMJ

The Milwaukee Journal Station

Edw. Petry & Co., Representatives

Blvd., Los Angeles, has launched a campaign to unionize the entire radio industry in Southern California. The campaign is designed to bring all station employes from engineers and technicians to announcers and producers into the Communications Organizing Committee of the CIO. Employes of companies manufacturing radio equipment will affiliate with the United Electrical & Radio Workers.

A preliminary survey had been made for several days before the actual drive, according to Los Angeles CIO organizers. Campaign is being carried to key stations in Los Angeles, with eventual spread to include the 17 radio stations in metropolitan Los Angeles, the CIO hopes. The Southern California movement follows closely on the opening CIO drive in New York in April, which has a like motive. The nationwide organization of radio workers has an objective of 121,000 employes, according to V. G. Mathison and C. H. Jordan, Los Angeles organizers.

Chicago Competition

A battle between the American Federation of Labor and the CIO looms in Chicago as the two rival A. F. of L. factions are preparing to unionize the radio talent in Chicago. Although Frank Gillmore, president of Equity, (an A. F. of L. affiliate) is not expected in Chicago until sometime in June, it is understood that the Chicago Equity group is currently attempting to unionize the Chicago radio actors.

Meanwhile an official at the CIO headquarters in Chicago told BROADCASTING that an intensive drive to organize all employes in the communications industry in the Chicago area would shortly get under way. With broadcasting stations falling in the communications category the CIO, following its usual "vertical policy", will presumably attempt to unionize all employes connected with the radio industry. Whether the CIO will attempt to include the radio actors in their organization or leave that particular field to the A. F. of L. (Equity) is the point upon which hinges whether there will be a battle between the two local unions in Chicago or not. A Chicago CIO spokesman said that President Rathburne of the American Radio Telegraphist's Association was expected in Chicago momentarily to launch the drive for members in the communications industries.

For a while it was rumored that continuity, publicity and news writers at Chicago stations would be taken into the Chicago Newspaper Guild, which is also affiliated with the American Federation of Labor. However, this report was definitely scotched when a Chicago Newspaper Guild official told BROADCASTING that writers at radio stations were definitely not eligible to join the Chicago Guild. The only case where a radio writer could be a member of the Guild might occur if a newspaperman who is a Guild member should get a position with a radio station. Even then if he did not do newspaper work or intended to work for a radio station and not return to newspaper work, he would still be dropped from the Guild.

INJUNCTION ASKED TO STOP HEARING

A BILL of complaint to enjoin the FCC Broadcast Division from holding a new hearing involving its application for a new local station in Watertown, N. Y., was filed April 21 by Black River Valley Broadcasts Inc. in the District Court of the United States for the District of Columbia.

The Division on Sept. 22, 1936, had granted the application for assignment on 1420 kc., with 100 watts night and 250 watts local sunset, unlimited time. On Dec. 2, however, it reconsidered and designated the application for hearing. The court action seeks to procure both temporary and permanent injunctive relief to prevent the FCC from holding the hearing.

Court action on the plea is being held in abeyance pending filing by the FCC of its answer. Four applications having to do with Watertown stations are involved in the projected hearing ordered by the Division, including the denied application of Watertown Broadcasting Corp., that of Brockway Co. for a new station, and of the same company to move WCAD from Canton to Watertown.

Writing Opera for NBC

GIAN-CARLO MENOTTI, whose opera bouffe *Amelia al Balle* was first presented with sensational success a few weeks ago, has been commissioned to write an original opera for NBC. The opera will be original both as to music and text and will be an hour in length.

CERTIFIED CONTEST SERVICE, New York (radio contest service) has reorganized and moved to new quarters at 122 E. 42 St. Jack Todd, judge and conductor of radio contests since 1927, will head the company.

WCOA, Pensacola, Fla., on April 20 was authorized by the FCC to increase its power from 500 to 1,000 watts full time, effective May 25.

Sound Effects

(From Life)

Extensive Library—
Approximately 500 effects

Custom-Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

Gennett Records
(Div. of The Starr Co.)
Richmond, Ind.

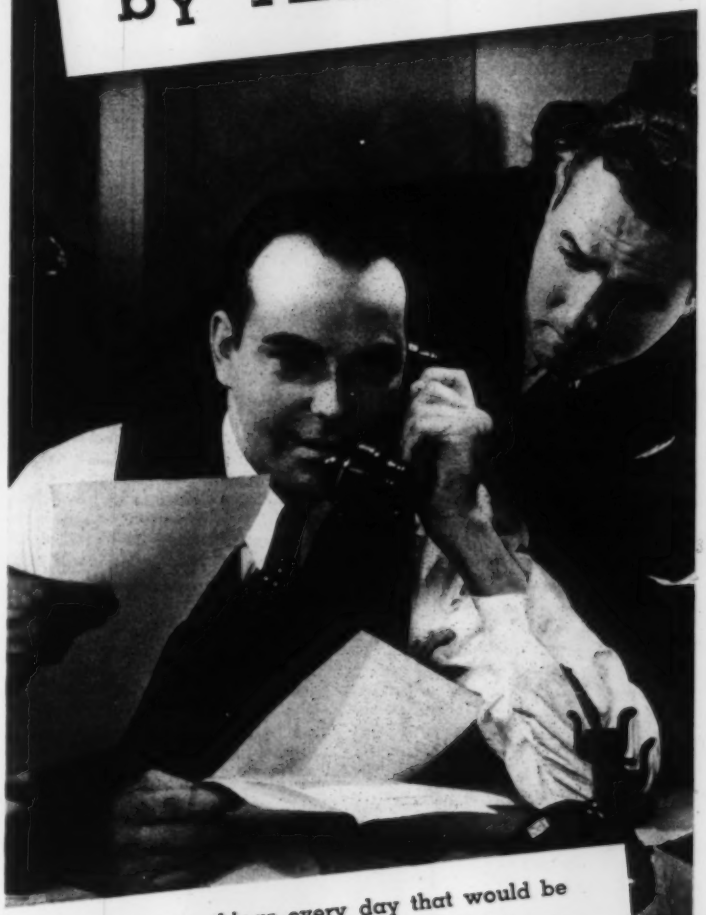
KOMO 5000 Watts L.S. NBC Red

SEATTLE
WASHINGTON

KJR 5000 Watts NBC Blue

National Representatives — Edward Petry & Company

Every one said it couldn't be done ... but he did it by TELEPHONE



• RADIO MEN do things every day that would be impossible without Long Distance telephone service to cut down leg-work and hectic waiting. The telephone is an able assistant to every man who must count the seconds.

And now you get more miles or more calls for your money since the Long Distance rate reduction January 15 — the eighth in the last decade. Many interstate rates for calls of more than 42 miles are reduced. These reductions apply to all day, and to many night and all-day Sunday rates for such calls. The reductions range from 5c to $1 (for the first three minutes) depending on distance.

When minutes mean money . . . use Long Distance.

AMERICAN TELEPHONE & TELEGRAPH CO. AND ASSOCIATED COMPANIES — BELL SYSTEM

KVOA Sale Reported

PURCHASE of KVOA, Tucson, Ariz., by Davis & Thompson Inc., newspaper financing organization recently formed in Cleveland, is reliably reported to have been consumated last month, although no application for voluntary transfer has yet been filed with the FCC. It is understood that a Mr. Brush will be sent to Tucson to manage the station. Davis & Thompson in March announced that it was opening headquarters in the Union Trust Bldg., Cleveland, to specialize in financing publishers and broadcasters. Its partners are M. Smith Davis, formerly in the investment bond business, and Chester A. Thompson.

IN
Atlanta
USE
WGST
CBS 5000 watts day
1000 watts nite
Repts: 890 kc.
E. KATZ SPECIAL ADVERTISING AGENCY

ONE OUT OF EVERY TWO BUYS

Moore Paint Finds Unsolicited Letters Provide Prospect List, 50% of Them Buyers

ONE OF every two listeners who write to Betty Moore in response to her Thursday morning *Triangle Club* broadcasts on 27 NBC-Red network stations develops into an immediate customer for Benjamin Moore & Co., New York paint manufacturers sponsoring the program. The average sale to these listener-writers is more than $10. These figures are reported by the sponsor after a series of dealer check-ups, which also reveal that eventually many more than 50% become purchasers of Moore paints.

These letters, incidentally, are not requests for premiums, for the company makes no offers of that type, but for more information about the painting suggestions and color schemes described by Betty Moore during her broadcasts. Response to date this year has been more than 100% greater than that to a similar series over practically the same network a year ago, the advertiser says, with more than 8,000 letters received in the week following the first broadcast, 300% better than last year.

The first 10 programs of 1937 drew more mail than the entire series of 21 programs pulled in 1936. Several years of broadcasting had built up a list of some 200,000 people to whom the company mailed regularly "Triangle Club Bulletins" of helpful advice on painting and decorating by 1935, when the sponsor decided to revise the list to eliminate those no longer interested. Reply cards were inserted in one mailing, which were about 40% returned; the rest of the list was destroyed. In the last two years of spring broadcasting on NBC the membership has again grown to a total of more than 200,000. The advertising is placed direct.

In addition to the network program the paint company is also taking time on nine local stations (KMOX, WBT, WLW, WFBL, KSOO, KJIR, WMFF, WSB and WHAM), using the same scripts as are used on the NBC broadcasts, with local girls reading the Betty Moore lines. Programs are under the direction of Harry Martin, head of the company's educational department.

WHK-WGAR Switch

(*Continued from page 12*)

substantially increased revenue to the station, by virtue of a bonus on clearing of time for network programs which normally would be reserved to the station.

Meanwhile, other activities were relatively slow in the network affiliation field. WJTL, Jamestown, N. Y., recently acquired by Harry C. Wilder, operator of WSYR, Syracuse, joins NBC-Blue as an optional May 14 at the $120 rate. WSAN, Allentown, Pa., was scheduled to join NBC as an optional May 1, and WGBI, Scranton, was to join CBS May 2. NBC was still working on plans to expand the Blue in the Southwest [BROADCASTING, April 1 and 15] but no new contracts have been signed.

Negotiations to expand Mutual in the Southeast were started at a conference between Fred Weber, MBS general manager, and representatives of eight stations in Charlotte, April 15. The meeting was arranged by Virgil Evans, head of WSPA, Spartanburg, and attended by representatives of stations in Atlanta, Augusta, Winston-Salem, Danville, Charlotte, Rocky Mount and Anderson. Upon his return, Mr. Weber stated nothing was definitely worked out but the groundwork was laid for future developments and it is possible that MBS will hook up this area in the fall. It has similar plans in the Pacific Northwest.

Meanwhile, the air was full of dedicatory programs of stations joining networks. NBC was prepared to salute WOWO, Fort Wayne, Ind., as a new member of its basic Blue on May 1 and at the same time its sister station, WGL, became an optional outlet for both the Red and Blue.

WORK, York, Pa., which joined NBC as an optional Red and Blue outlet April 15, when its sister station, WDEL, Wilmington, became a basic Red outlet, has been added to the Inter-City Group, which now serves nine stations along the Atlantic Seaboard. Programs are keyed mainly from WMCA, New York.

WNLC, New London, Conn., on May 2 joins Yankee and Colonial Networks. It is owned and operated by Thames Broadcasting Corp., under direction of Vice President Gerald J. Morey. The addition brings membership of each network to 14.

Lipton's Tea Programs

THOMAS J. LIPTON Inc., Hoboken, N. J. (tea), has begun a 26-week summer campaign on WNAC, Boston, sponsoring two evening quarter-hours weekly. Talent is John Griffin, tenor soloist at St. Patrick's Cathedral in New York, and Don Albert's orchestra. Unusual angle is that program is put on in the studios of WHN, New York, which does not broadcast it, and piped from there to WNAC by special wire. The same sponsor started a series early in April on WMAQ, Chicago, featuring Norman Pearce, who reads his own poetry, and Annette King, singer, in three evening 15-minute shows weekly. Lipton also continues sponsorship of *Ralph Kirby, the Dream Singer*, on WEAF, New York, in three 15-minute noonhour broadcasts. Agency is Frank Presbrey Co. Inc., New York.

National Cotton Week

NATIONAL COTTON WEEK, May 31 to June 5, will be widely promoted by thousands of department stores, dry goods stores and leading soap manufacturers, according to Cotton Textile Institute, New York. The Institute estimates that over $2,000,000 will be spent in various media in the promotion of this week, with radio getting a sizeable share. Advertising will be placed by individual concerns, with the Institute assisting in supplying copy and publicity.

KFH

Crowds-

on the streets in Wichita these days vividly reflect the prosperity of this great market. Stores are crowded with buyers, buying more things, and better things, than they have bought for years.

As usual, Radio Station KFH, is the dominant advertising medium for this rich Kansas and Oklahoma territory.

Advertisers have learned from experience that no matter what they sell — or to whom they sell it—or how much it sells for—Radio Station KFH will sell more of it — at a lower advertising cost per prospect than any other advertising medium in the Southwest.

KFH

Wichita, Kansas

5,000 WATTS DAY 1,000 WATTS NIGHT

Basic Supplementary CBS

National Representative EDWARD PETRY & CO.

NEWS
is your best bet
TRANSRADIO

America's BEST FOREIGN LANGUAGE STATION

WBNX NEW YORK

1000 WATTS DAY AND NIGHT

Copyright Change Is Advised by IBU

Public Service Is Criterion; Television Is Discussed

THAT copyright presents a problem of no small proportions in European radio, just as it does in this country, was disclosed at the meeting of the International Broadcasting Union, held in Berlin recently. Some 94 delegates and observers, representing 23 European countries, as well as the United States, were present at the meeting, according to an announcement by the British Broadcasting Corp.

In the discussion of copyright, the broad view was taken that the rights and duties of broadcasting organizations as against those of authors and publishers should be revised as a whole. It was concluded that broadcasting, in view of the important cultural role that it plays, should be regarded as a public service whose activity ought not to be handicapped. A special committee was formed to go into this subject. Development of short-wave broadcasting has brought up problems in copyright which call for solution, one of these being the legal protection of the broadcast program.

What of Television!

Along the same lines, the IBU considered the relation of television to copyright and to sound film. Television can be handled both through direct transmission of images and by the use of intermediate film, it was stated, and the juridical problems are both numerous and delicate.

The legal commission of IBU concluded that transmission of images to the public by television was simply the complement of the transmission of sound. In other words, television is only a form of "radiodiffusion" or broadcasting and as such falls directly within the sphere of activity of the broadcasting organizations.

General improvement was noted in the European wavelength situation but it was held that the situation in shortwave broadcasting is becoming more alarming. "This condition it is impossible to remedy effectually without working out a plan for the systematic allocation of these waves on a world scale," it was said. The counsel decided to recommend that this subject be elaborated at the Telecommunications Conference in Cairo in 1938.

Welch Expanding

WELCH GRAPE JUICE Co., Westfield, N. Y., recently added KSEI, Pocatella, Idaho, to its spot list bringing the total number of stations in the current campaign to nine. Daily one-minute transcribed announcements five times weekly are being used. Other stations are KIDO, KMBC, KOA, KSTP, WBT, WFAA, WHN, WINS. Agency is H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Westinghouse Plans

WESTINGHOUSE E. & M. Co. will conduct a radio campaign in the greater New York area to promote a new combination roaster and grill. Other media will supplement the campaign. Agency is BBDO, New York.

Snyder Heads Chicagoans

Mr. Snyder

AT THE annual meeting of the Chicago Broadcasters Association April 26, Glenn Snyder, manager of WLS, was elected president to succeed Sen Kaney, NBC. Gene T. Dyer, manager of WCBD, WGES and WSBC, was elected vice-president to succeed Ralph Atlass, of WJJD and WIND. W. E. Hutchinson, manager of WAAF, was elected secretary-treasurer, to succeed Jeff King, CBS. The Chicago Broadcasters Association is made up of the membership of the two networks and most of the Chicago stations.

Two Breweries Planning Early Spot Radio Drives

TWO New York breweries, Piel Brothers Brewery and City Brewing Corp. are contemplating use of radio in the next few months. Piel Brothers plans spot radio in various parts of the country during the autumn, according to George R. Jordan, recently named advertising manager. Piel distribution is in 24 states. Kenyon & Eckhardt Inc., New York, is agency.

City Brewing Corp. (Tally-Ho beer) is also planning use of radio in the metropolitan area. Kelsey-Pickering Agency, New York, is agency, with H. Sumner Sternberg account executive.

WHAT is believed to be a precedent was established by World Broadcasting System which has purchased a quarter-hour on KRLC, Lewiston, Ida., May 15, the day on which the station starts the World Library Service. Program will be a 15-minute disc welcoming the station and containing a message from Percy L. Deutsch, WBS president.

BIGELOW-SANFORD CARPET Co., New York, announces that already close to 100 dealers coast to coast are utilizing its cooperative *Hollywood Room Recipes* discs [BROADCASTING, March 1.] Newell-Emmett Co., New York, is the agency.

GULF REFINING Co., Pittsburgh (Gulf Spray insecticide), has added KARK, Little Rock, and KNOW, Austin, to its spot schedule for the summer [BROADCASTING, April 15].

Radio Stimulus

RADIO is being used by the Hatch Hosiery Mills, Belmont, N. C., to stimulate production by employees, and already have resulted in a 3% stepping up of work, according to J. Mack Hatch, president. WBT, Charlotte, is kept tuned all day, while at night workers are given their preference of stations. "It is the finest thing in the world and the most effective method we have discovered for increasing the speed of work without the slightest inconvenience or burdening of work," according to Mr. Hatch.

Censorship Bill Beaten

THE New York State Legislature last month voted down the MacKenzie bill, first attempt in that state to censor radio programs. Bill called for approval of all radio copy by the motion picture division of the state's Department of Education, with a charge of 10 cents a word for all material reviewed, and authorized the deletion of any copy "calculated to deceive, misleading, false, or otherwise not in the public interest." The measure also required an announcement of the official approval to be included on all broadcasts.

Kate Holds Hour

ALTHOUGH no contracts have been signed as yet, Young & Rubicam Inc., New York, reports that when Kate Smith begins her new series under the sponsorship of General Foods Corp. late in the summer she will continue in the 8-9 p. m. CBS period on Thursdays she now fills with her *A & P Bandwagon* broadcasts, which go off the air July 22. Kate's new series will advertise Calumet Baking Powder and Swansdawn Cake Flour.

KXBY, Kansas City high fidelity station, is moving its offices and studios to the entire 22nd floor of the Fidelity Bank Building, and plans to modernize its studio layout throughout, according to H. R. Makelim, manager. The station is one of the pioneer high-fidelity outlets in the country and is headed by Sidney Q. Noel.

The Voice of Radio

By "VAN THE RADIO MAN"
WGBF, Evansville, Ind.

I watch the ocean and warn ships of lurking dangers.
To wrecks and sinking ships I send rescue ships and men.
I guide the aviators o'er land and sea, through the night and fog.
I never sleep, my task is from sun to sun.
To the poles of the earth I go, where the magnetic wavering lights glow in bars of phosphorescent blue, yellow and red, and the icy mountains hem the explorer in, with a silence he can almost hear.
I give the farmer market news, current events, weather forecasts and link his home with the cities and cheer with music and songs.
Then came the Ohio Valley River flood.
Millions of lives lay in the palm of my hand.
My voice was amplified and spread throughout the land, and flood.
Millions of ears vibrated to my voice.
Coordinated cooperative evacuation moved with incredible speed.
Volunteers responded instantly and entered into service willingly, from the highest official to youngsters in their 'teens.
My voice carried to speeding ambulances, trucks, and cars directing rescue.
My voice carried, to the fleet of power boats, tugboats and barges.
Coordinated rescue, by the small boats and cutters, feeding the large boats, controlled, as if by an invisible magnetic hand.
At the speed of light my voice vibrated the ears of all.
To those in distress, help was sent, lives and property saved.
You have guessed it: my voice is "Radio."

Second Copyright Letter Asking Congress Action Is Sent by Ed Craney

IN A new open letter to all members of Congress bearing a fly-sheet carrying the words "Can you be reelected" in large type, E. B. Craney, operator of KGIR, Butte, Mont., on April 29 again urged action on copyright legislation.

The letter supplemented one sent to Congress on February 5 laying before them the entire conflict over copyright [BROADCASTING, Feb. 15]. He informed members of Congress: "Your reelection will depend upon your being heard by people in your own state. To reach your constituents you must use the independent broadcasting stations in your state, not one of the big national networks, as that would be impractical."

Mr. Craney continued that to protect and perpetuate the independent stations, action on copyright is necessary. He attached to the letter correspondence with E. C. Mills, ASCAP general manager, originally sent Congress in February and having to do with suggestions to improve the relationship of ASCAP with independent broadcasters. "Although these suggestions were given under date of Feb. 5", he added, "Mr. Mills evidently was acting in very bad faith because to date nothing has been heard from him."

[See earlier story, Page 28.]

Floyd Gibbons Defendant In Script Writer's Suit

CHARGED with interpolating "improper and misleading" statements for melodramatic purposes, Floyd Gibbons, the newspaper correspondent and radio commentator, has been named defendant in a $250,000 damage suit filed in New York Supreme Court by Charles Locke, radio script writer who claimed he prepared scripts for some of Gibbons' broadcasts from Cincinnati during the recent Ohio River floods. Locke charges Gibbons said over the air, from the WLW studios, that he was reading by the light of a lantern when he actually was reading script. He also charged Gibbons with telling the audience he was talking to a diver while under water whereas he was allegedly talking to an actor in the studio. Leo P. Dorsey, attorney for Gibbons, asked for dismissal of the suit, threatening to take libel action against the plaintiff. He said there was nothing far-fetched in the broadcasts.

CBS Eclipse Coverage

CBS will cover the total eclipse of the sun June 8 from the mountains of Peru where a scientific expedition will observe the event. William Perry, announcer, and Raymond Newby, engineer, will sail from New York May 14 for Lima where they will join the Hayden Planetarium Grace-Peruvian Eclipse Expedition. The first of a series of eclipse broadcasts was heard April 30 on CBS, 4-4:15 p. m., a few minutes before sailing time of a group of scientists.

DAVE SIMMONS, for three years Chief Announcer of KDYL, in Salt Lake City, on April 26 became new advertising representative and promotional director for Morning Milk Co., operating in several western states.

For Speed.. for Accuracy.. for Dependability ... for SERVICE

● *"I telephone my telegrams to Postal Telegraph"*

● *"I send my messages direct over the Postal Telegraph Typing Telegraph"*

● *"I ring the call box for a Postal Telegraph messenger"*

● There is *no* place that Postal Telegraph cannot reach. Postal Telegraph not only covers 70,000 points in the United States and 9,000 in Canada★, but it maintains its own telegraph offices, attended by a trained *telegraph* personnel in cities between which 95% of all the telegraph traffic of the country flows. There is no place for which Postal Telegraph will not accept and transmit your message with promptness, with dependability, with accuracy. Postal Telegraph not only offers efficient telegraph service within the borders of this country but through the great International System of which it is a part, it offers communication with the entire world ... through the only combination of telegraph, cable and radio service under a single management in the United States.

★ *In Canada, through the Canadian Pacific Railway Telegraphs.*

THE INTERNATIONAL SYSTEM

Postal Telegraph

Commercial Cables — *All America Cables*

Mackay Radio

Dallas School of Air

SOUTHERN Methodist University, Dallas, through its downtown Dallas College division, will conduct a Radio Workshop, or training school of the air, from June 3 to July 15. Taught by Ben H. Darrow, founder of the *Ohio School of the Air*, of WLW, Cincinnati, the school will be the first of its kind in the Southwest. Mr. Darrow will personally supervise classes in script-writing, radio acting, classroom use of radio broadcasts, and all phases of building and producing radio programs. The course is designed for school superintendents and teachers who take part in school radio broadcasts, for classroom teachers who use radio broadcasts in the classroom and for all persons interested in radio work.

Wayne Summer School Includes Radio Course

A NEW course in radio speech will be offered by Wayne University, Detroit, during the summer session, according to an announcement April 26 by Garnet Garrison, radio director, department of speech. Training in microphone technique, announcing, special events, drama and newscasting will be offered and a portion of the time will be spent in the studio of WXYZ, Detroit, where students will observe studio technique and receive special instruction by members of the staff. Russell Neff, WXYZ program director and production manager, is collaborating in the course.

The University's advanced radio class studying "Effective Broadcasting Principles" is taking a survey of programs offered by Detroit stations under the guidance of Mr. Garrison. The study includes ratio of sustaining to commercial programs; percentage of time devoted to different types of programs; variety, popular music, drama, talks, etc. and other program data. It is planning to repeat this in future years for a check on program trends. All Detroit stations are cooperating with the University.

WDAY Will Celebrate 15th Anniversary on Air

WDAY, Fargo, N. D., celebrates its 15th anniversary May 22 as the Northwest's oldest station. It was founded by Earl C. Reineke, its president and general manager.

To observe the occasion, WDAY is planning a week-long contest using local musical and dramatic groups. Cash prizes will be awarded for the best classical instrumental group, best classical choral group, best popular instrumental group, best popular choral group, best comedy act and best dramatic group.

Open house will be held May 22 for inspection of completely remodeled and redecorated plant. Remodeling was under the supervision of Chief Engineer Julius Hettland.

NBC Field Equipment Replaced by Improved High-fidelity Amplifier

SEVENTY field amplifiers of a new type said to raise the standard of remote pickups to that of studio programs are being distributed to NBC stations throughout the country as the first step in a modernization program in which all present NBC field equipment will be replaced with new standardized apparatus, according to announcement by O. H. Hanson, chief engineer of the network. The amplifiers, which are valued at about $35,000, will be delivered May 1 and shortly thereafter 200 of the latest type microphones and 100 microphone stands will be distributed. Other broadcasting equipment, all of exclusive NBC design, is being prepared for use by all NBC divisions.

Shell-type transformer cores and a special alloy case shield the new amplifier from the common interferences of remote broadcasting and tests have shown perfect fidelity of the entire audio range from 30 to 15,000 cycles while increasing the amplification factor of the instrument to 100 decibels, a voltage gain of 100,000. The alloy case has also enabled a reduction in weight to 30 pounds and four tubes of special NBC design have similarly reduced the weight of the battery unit. Filament consumption of these tubes is so low that in emergency the amplifier can be operated on a single dry cell. The amplifier has four outlets, permitting the engineer to feed the program to the studio, to public address systems back to various pick-up points and to his own head-set or loudspeaker.

"Used in combination with new microphones," said Hanson, "this amplifier, which is the field equivalent of a studio control room, will put remote control programs on a parity with studio broadcasts. It is several years in advance of any now in use, and we believe it is the only one capable of transmitting without distortion every sound audible to the human ear, from the highest harmonics of the violin to the deepest bass tones."

Powerful Shortwaver

AN ORDER for the world's most powerful shortwave broadcasting station, to be erected in Rome and to be operated by the Italian Broadcasting Co., was announced April 28 by the International Telegraph & Telephone Co., New York. Its power will be 100,000 watts, with final stage class B modulation and special circuits for power amplifiers. Special directive antenna will be installed to give it world-wide scope. It is expected to go into service in 1938.

W3XKA, Westinghouse ultra-high frequency shortwave transmitter on the Architects Bldg., Philadelphia, is back on the air with an assignment of 31,600 kc. Regular KYW programs are transmitted daily from 10 a. m. to 11 p. m. Field experiments are being conducted by E. H. Gager, KYW plant manager.

RADIO STATION WFLA
STUDIOS TAMPA • CLEARWATER •
SERVING FLORIDA'S CENTER OF POPULATION
THE TAMPA TRADE TERRITORY
620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME
N B C AFFILIATE

Newspapers Drop Antagonism

(*Continued from page 15*)

these subjects was raised during the session.

The report of the ANPA radio committee was read April 22. It warned against foreign news propaganda via the shortwaves, suggesting that the press find some means to "offset this governmentally engineered propaganda in the form of foreign news broadcasts." It announced renewal of the Press-Radio Bureau, underwritten by NBC and CBS and offering sustaining news to all broadcasters. It pointed out that developments are taking place in television and facsimile printing but concluded that "as yet there is no indication that either television or facsimile printing offers any challenge to the superior advantage of the printed word".

Property Rights in News

With respect to property rights in news, the report admitted that "newspapers and press associations have no monopoly on the business of gathering news". That section of the report stated—

"From time to time your Radio Committee has advocated that publishers and Press Associations take precautions to protect their property rights in the news which they have gathered. The Supreme Court on various occasions has handed down decisions which leave no doubt that newspapers and Press Associations have a property right in the news which they have gathered.

"We should not tolerate a situation in which there is a general pilfering of our news. The proprietary rights in our own news are our stock in trade. We again appeal to publishers to give serious thought to this subject, because the entrance of radio into the field of general communications has opened a medium which encourages the pilfering of news.

"While a very large part of our news to and from foreign countries, and some of it from point to point in this country, is handled by means of short wave radio, experiments are being carried on now to develop sending and receiving machines which eventually may provide secrecy in the transmission of our own news.

"On the point of the broadcasting of news on the regular broadcast band, publishers and Press Associations have followed up these violations through court action until broadcasters are now more generally recognizing property rights.

"Publishers should investigate their news departments to see if their news is being used for sale to advertisers for broadcast purposes in unfair competition with newspapers.

No Monopoly on News

"Again we want to state that newspapers and Press Associations have no monopoly on the business of gathering news. They have no control over any news which they have not gathered.

"Neither Mexico nor Canada has laws protecting property rights in the news which the newspapers and the Press Associations have gathered, and most of the foreign nations have made no provision to protect the property rights in news. The Publishers Associations in Great Britain have started a movement to have laws passed by the various governments which will grant to newspapers and Press Associations the same property rights that now exist in the United States.

"Our press relations with Mexico need some attention because our Press Associations lose their property rights when they cross the border. Under the present arrangement, Mexican radio stations are taking the news out of Mexican newspapers and broadcasting it back to the United States, to the detriment of our newspapers. This should be remedied. This question could probably be considered at the forthcoming regional radio conference which will convene in Havana next November, and where both the United States and Mexico are expected to be represented."

As an appendix to the radio committee report, an outline of the origin, formation and organization of Press Wireless Inc. was attached to show how it is handling international press traffic. Press Wireless is backed by the *New York Times, New York Herald-Tribune, Chicago Daily News, Chicago Tribune, Christian Science Monitor, San Francisco Chronicle* and *Los Angeles Times* to handle news traffic and to spur the reduction of cable charges. During 1936 it handled $400,000 worth of radiotelegraph traffic at a per word charge of little more than one cent.

Radio And The AP

Although the Associated Press, unlike UP and INS, does not sell its news reports to broadcasting stations but allows its member newspapers to broadcast them, that cooperative organization's board of directors, as constituted following its April 20 meeting, includes nine publishers who are owners of broadcasting stations—and several more among its 19 directors are eager applicants for radio facilities.

The AP directors identified with radio are W. J. Pape, *Waterbury Republican* and *American*, WBRY; Frank E. Gannett, *Rochester Times-Union*, WHEC and other stations; Robert R. McCormick, *Chicago Tribune*, WGN; J. R. Knowland, *Oakland Tribune*, KLX; Paul Bellamy, *Cleveland Plain Dealer*, WHK, WJAY and other stations; John Cowles, *Des Moines Register*, KSO, KRNT and WMT; George Longan, *Kansas City Star*, WDAF; Frederick E. Murphy, *Minneapolis Tribune*, WTCN; Houston Harte, *San Angelo Standard*, KGKL, KRBC, KBST, KPLT.

Newspapermen identified with radio, on the other hand, were relatively few among the officers elected by the ANPA. Elected president was James G. Stahlman, publisher of the *Nashville Banner*. Vice-president is John S. McCarrens, of the *Cleveland Plain Dealer*, which owns WHK, WJAY, WHKC and 40% of WKBN. Re-elected secretary was Mr. Harris, also chairman of the radio committee, who has no radio station, and reelected treasurer was Walter M. Dear of the *Jersey City Jersey Journal*. The only radio figure elected to the board was W. E. Macfarlane of the *Chicago Tribune* and WGN.

Stahlman Is Noncommittal

Queried by BROADCASTING as to what his policy would be on the proposed separation of newspapers and radio stations, Mr. Stahlman said that this problem "is the funeral of the papers that own radio stations" and added that his paper has no radio affiliations. He said that he had nothing to say regarding radio and that his views on the subject of news broadcasting had already been given plenty of publicity.

THE call assignment of the new 100-watt station on 1500 kc. to be erected in Salina, Kan., by R. J. Laubengayer, publisher of the *Salina Journal*, will be KSAL instead of the originally assigned KSJS. With Western Electric equipment, the station is now in process of construction.

Complete
UNITED PRESS NEWS
8 REGULAR NEWS
SPOTS Each Day
WTOC
1260 K.C. CBS Network
Serving the Rich Coastal Empire
PAUL H. RAYMER CO.
New York - Chicago

OUR MOTTO—CHINA FOR THE CHINESE!

We don't believe in either land-grabbing or air-grabbing. We're perfectly content to let the Chinese have their China. So don't use WAVE to cover China—use us *only* to cover the 1,132,692 souls who live in the Louisville trading area. You'll get a better job at lower cost—with or *without* China! . . . N.B.C.

National Representatives:
FREE & PETERS, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

Choose a BIG MARKET
Choose a POPULAR STATION
. . . WREC

WREC LISTENER POPULARITY
Authoritative Survey made during September and October, 1936. Sworn copy upon request.

WREC	64.60%
WMC	32.57%
WNBR	1.99%
WHBQ	.84%

BIG MARKET · POPULARITY · PULLING POWER

WREC
NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

Kirkman Soaps on Net

COLGATE - PALMOLIVE - PEET Co., Jersey City, N. J., is putting the *Jack & Loretta* song and patter programs it has been sponsoring on WABC, New York, on an eight-station CBS eastern network beginning May 3. At the same time the program, which advertises Kirkman Soap, will be moved from its 9-9:15 a. m. spot to an afternoon period, 2:15-2:30 p. m. (E D S T). Stations added are: WGR, WOKO, WIBX, WHEC, WFBL, WHK, WEEI. Account is placed through N. W. Ayer & Son Inc., N. Y.

Fibber in Hollywood

S. C. JOHNSON & SON Inc., Racine, Wis. (Johnson's floor wax), on May 3 switches origination of its weekly half-hour NBC *Fibber McGee & Molly* program from Chicago to Hollywood for approximately six weeks, during the time Marian and Jim Jordan, principals in the serial, are working in the film "This Way Please", being produced by Paramount Productions Inc. Don Quinn, author of the radio scripts, is also in Hollywood collaborating on the scenario. Jimmy Grier's orchestra is being substituted for Ted Weems during the West Coast originations. Weems orchestra is heard on the Chicago broadcasts but prior contracts prevented him from going to Hollywood.

PETER DE LIMA, formerly manager of the Hollywood CBS Artists Bureau, has joined Small-Landau Co., talent booking agency in that city, as director of radio activities.

George (Honeyboy) Fields

GEORGE FIELDS, NBC radio comic who played the "Honeyboy" role in the NBC-Blue network sustaining team *Honeyboy and Sassafras* died suddenly of a heart attack April 25 just as he had arrived from his Bayshore (L. I.) home in the Pennsylvania station in New York. A native of Grove Spring, Mo., Fields has been a professional actor with stock companies, vaudeville shows and musicals since he was 16. He has been on NBC with his partner, Johnnie Welsh, since 1934. The *Honeyboy & Sassafras* team first started in 1929, barnstorming on various local stations. He is survived by his widow, the former Helen Carooll, of Claremore, Okla.

Wanted
Account Executive

By New York agency specializing exclusively in radio advertising. The man we want will bring definite leads, prospects or accounts. In turn he will receive the cooperation of a complete live wire organization that is now turning over a million dollars annually. Liberal commission arrangement and drawing account. Our organization knows of this ad. Address BOX 676, BROADCASTING.

The Largest Independent Frequency Measuring Service in the Country

Manufacturers and Engineering Consultants

COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY and CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Montclair, N. J.
"25 years of Professional Background"

EDGAR H. FELIX
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

E. C. PAGE
Consulting Radio Engineer
1311 Livingston St. Davis 2122
Evanston, Ill.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

FRED O. GRIMWOOD
Consulting Radio Engineer
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

HERBERT L. WILSON
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
280 E. 161st ST. NEW YORK CITY

Alexander Sherwood
Business Consultant in Broadcasting
360 North Michigan Avenue
CHICAGO ILLINOIS

GEORGIA Education Association at its recent convention passed a resolution commending the *School of the Air* conducted over WSB, which is now planning another trip to Washington and Radio City for the 10 high and grammar school winners in its annual state contests conducted in collaboration with other Georgia stations.

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance Forms close 25th and 10th of month preceding issues.

Help Wanted

Central Ohio Advertising Agency wants experienced man to develop radio department. Box 670 BROADCASTING.

Writer wanted by newsreel with experience writing for voice and with slant for breezy, quizzical stuff. Applicants should send 50 word autobiography and couple paragraphs indicating voice treatment in typical newsreel subject. Box 674 BROADCASTING.

Situations Wanted

Publicity director medium-sized unique broadcasting organization in metropolitan city wants change. Two years present job. Eight years' experience. Also handle dramatic continuity. Box 679 BROADCASTING.

Radio executive, 32, nationally recognized for progressive management, organization ability; expert all phases radio, development, management, promotion, training personnel, writing, editorial, sales, Washington representation. . . . 12 years unbroken success newspaper (4) and radio (8); plenty of ideas and ability to execute them. At top in present field; wants tough job, larger field, radio sales promotion or management with Metropolitan station, group of stations, agency, representatives, with commensurate salary. Available on reasonable notice. Box 672 BROADCASTING.

Chief engineer with eighteen years radio-broadcasting experience; formerly in charge of several prominent stations in the East desires connection with broadcast station or small chain of three or four stations as chief engineer. Box 661 BROADCASTING.

Station Manager with reputation for building business and listening audiences will consider a manager's or commercial manager's job with a station desiring increased revenue as well as a buildup among agencies, advertisers and listening audiences. Box 671 BROADCASTING.

Situations Wanted—Cont'd

Radio time salesman. 5 years' experience promotion and merchandising, complete knowledge transcriptions. Finest station references. Now available. Box 675, BROADCASTING.

Secretary, competent and capable of assuming responsibilities, having eleven years' experience in newspaper and radio work and a good background of advertising and promotion, is anxious to join advertising agency specializing in radio or radio station representative. Home in Detroit but will go to New York or Chicago. Box 678 BROADCASTING.

Trained University senior wants radio job. Practical experience in Panama. Speaks English, Spanish. Can sell, act, write continuity, commercials. Newspaper experience. L. M., 3 E. Davenport, Iowa City, Iowa.

College graduate, experienced newspaper man with training in market analysis and research statistics, desires connection with advertising agency or radio station in research, publicity or promotion. Box 625 BROADCASTING.

Wanted to Buy

Wanted 1,000 to 2,500 watts transmitter. Western Electric preferred. Must be in good working condition and very low priced. Box 673, BROADCASTING.

One modern used transmitter, capable of 100 to 500 watts output to the aerial. Box 677 BROADCASTING.

For Sale—Equipment

For sale; Large model Presto Recorder and amplifier. Cost $450. No reasonable offer refused. Bob Compton, Radio Station WCAZ.

For sale; Modern high fidelity radio broadcasting transmitter, 100-250 watts. Approval by FCC, under Rule 132. Complete A. C. operation, class B modulation. Special price. Send for photo, WHBI, Newark, N. J.

Nelson Bros. Enlarging Midwest Radio Activity

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture and rugs), largest user of spot radio among Chicago retail stores, on April 28 started a quarter-hour program thrice weekly on WGN. Program, which will be on Monday, Wednesday and Friday evenings, features Wayne Van Dyne, vocalist, and Bob Trendler, pianist. Nelson Bros. currently is using WGN, WBBM, WJJD, WGES, WCBD, WIND, WAAF, WCFL, WWAE, WCRW, WTMJ and WEMP. Selviair Broadcasting System Inc., Chicago, handles the account.

Nelson Bros. opened its new Milwaukee store May 1 and already has bought four programs on two Milwaukee stations. A quarter-hour program of recorded music Tuesdays, Thursdays and Saturdays from 11:15-11:30 a. m. (CST), started on WTMJ, April 27. On WEMP the following commercials were signed: Quarter-hour *Man-On-Street* broadcast daily except Sunday from 12:15-12:30 p. m.; the 7:15-7:30 portion of the *Musical Clock* every day; and a quarter-hour recorded program on Sundays from 5:15-5:30 p. m. In addition Nelson's are also sponsoring 10 daily news flashes every hour on the hour on WEMP.

Edison Radio Tieup

EDISON Electrical Institute has released a book of radio talks on household subjects to radio advertisers in the electrical appliance field for use in conjunction with their programs, according to C. E. Greenwood, commercial director of the Institute. He also stated that the Electrical Household Program Committee, New York, representing the Institute as well as a group of electrical manufacturers, had designated June as "Electrical Gift Month", and additional advertising would be used by the electrical appliance industry.

Old Nick Candy

SCHUTTER-JOHNSON CANDY Corp., Chicago (Old Nick Candy Bars), is scheduled to start daily 125-word announcements Tuesday through Saturday on WTIC, Hartford, and WCSH, Portland, Maine, May 4. Two Boston stations are also being used in a New England test campaign. The 125-word announcements are on WAAB twice daily, Tuesday through Friday, and on WNAC, Saturday only. The candy firm placed the business direct.

Vitamin Corp. Tests

U. S. VITAMIN Corp., New York (Vi-Syneral tonic), will start a nine-week test campaign on May 3, using two transcribed announcements daily on WCAE, Pittsburgh, and on a station in Kansas City. Other cities will be added as the campaign progresses. Account is handled by Frank Presbrey Co. Inc., N. Y.

CUBA is planning a four-year advertising campaign to attract tourists, a fund of $1,000,000 to be appropriated by Congress and the campaign to be conducted by the Cuban Department of Commerce.

Increases of Auto and Drug Industries Lead Jump in NBC for First Quarter

INCREASED expenditures of the automotive and drug industries, totaling more than $1,000,000 accounted for almost half of the rise in NBC's network revenue for the first quarter of 1937 as compared with the same period for 1936. Automotive advertisers contributed $1,059,158 to NBC's total income for January through March, 1937, an increase of $431,419, or 68.7% over last year. Drug manufacturers raised their NBC advertising investment for the same period to $3,429,218, an increase of $588,102, or 20.7% over 1936. Complete figures for the first quarters of 1937 and 1936, taken from *National Advertising Records*, follow:

Gross Expenditures by Industries for NBC Facilities

	1937		1936		
	Amount	*% Total*	*Amount*	*% Total*	*% Increase 1937-1936*
Automotive	$1,059,158	10.2	627,739	7.2	68.7
Building	107,533	1.0	109,887	1.3	— 2.1
Tobacco	397,640	3.8	384,708	4.5	3.4
Clothing	64,688	.6	67,648	.8	— 4.4
Confectionery	76,720	.7	94,644	1.1	—18.9
Drug	3,429,218	32.8	2,841,116	33.0	20.7
Financial	65,488	.6	102,886	1.2	—36.3
Food	2,860,469	27.4	2,436,259	28.3	17.4
Garden	3,968				00.0
House Furnishings	116,298	1.1	11,257	.1	933.1
Jewelry	52,278	.5	31,220	.4	67.5
Petroleum	550,337	5.3	718,874	8.3	—23.4
Machinery	29,168	.3	19,065	2.3	53.0
Office Equipment			55,856	.7	—00.0
Paint	139,859	1.3	127,016	1.5	10.1
Radio	580,089	5.6	131,485	1.6	341.2
Schools	5,868	.1	46,787	.5	—87.5
Shoes	960				00.0
Laundry Soaps	636,346	6.1	398,531	4.6	59.7
Sporting Goods					
Stationery & Pub.	80,004	.8	62,544	.7	27.9
Travel			19,332	.2	—00.0
Brewing	27,792	.3	6,850	.1	305.7
Miscellaneous	158,310	1.5	138,764	1.6	14.1
TOTAL ALL INDUSTRIES	$10,442,191	100.0%	$8,432,468	100.0%	23.8

Specialists in Magic

APPLYING the perennial, all-age appeal of magic to advertising campaigns is the job undertaken by Stunts Inc., New York firm recently organized by Julian Proskauer and Robert Sherman to serve advertisers and advertising agencies. Mr. Proskauer authored Seagram's *Fun at Cocktail Time* and, with Mr. Sherman, created such radio campaigns as *Thurston's Magic Air* Program for Swift & Co., *Chandu* for Beechnut Packing Co., *Eddie Cantor's Magic Clubs* for Lehn & Fink, *Bag O' Tricks* for Ralston's, *Ali Baba* for Seeman Bros., and *Magic Menu* for Runko-Malt.

Sheffield Tests Radio

SHEFFIELD Co., New London, Conn. (Sheffield Massage toothpaste), will use radio advertising for the first time for its new product, Sheffield Massage Toothpaste, on KDKA, Pittsburgh, May 31. Daily one-minute announcements five times weekly will be used in the test campaign. The company will soon start national distribution of the toothpaste and if test campaign proves successful plans to add stations in a number of other markets. Vanden Co., Chicago, handles the account.

Chef Boiardi Spots

CHEF BOIARDI FOOD Products Co., Cleveland (spaghetti dinner), recently began weekly participation in Yankee Network program sponsored by First National Stores. Chef Boiardi is also currently using one-minute spots on WHK, Cleveland, and is participating in *Ida Bailey Allen's* program daily except Sunday on WHN, New York. Frank Presbrey Co., Chicago, is agency.

Late News Notes

JOHN U. REBER, vice-president in charge of radio for J. Walter Thompson Co., New York, is in Hollywood to confer with Dan Danker, the agency's vice-president in that city, on transcontinental programs. He will remain on the west coast approximately one month, having arrived April 29.

FRANKLIN OWENS, recently with the radio department of Batten, Barton, Durstine and Osborn Inc. and prior to that in the sales department of NBC, has joined the radio department of Maxon Inc., New York office.

JACK RUNYON, radio director of Lord & Thomas, Los Angeles, and Mrs. Runyon are the parents of a 6½ pound boy born April 26.

DOROTHY A. FREEMAN, for the last 18 years production manager of the Lord & Thomas Los Angeles office resigned May 1 and leaves the West Coast shortly for Chicago to marry Walter G. Pietsch, vice-president of Gale & Pietsch Inc., advertising agency, on June 5.

WILLIAM HILLPOT, formerly of Lord & Thomas, will join the New York sales staff of NBC Artists Service Division on May 15. He has made movie shorts and participated in broadcasts in addition to his work in the production end of radio.

PERCY WINNER, former news and foreign editor, chief editorial writer and political columnist on the *New York Evening Post*, European correspondent for AP and American correspondent for the *Manchester Guardian* and the Havas news agency of France, and political commentator on CBS, has joined the New York press department of NBC.

KENYON LINN has resigned his post as production man at Selviair Broadcasting System Inc., Chicago, to accept a similar position with the World Broadcasting System, New York. Linn is currently producing the *Singing Sam* transcriptions for Coca Cola. D'Arcy Adv. Co., St. Louis, is the Coca Cola agency.

Paine Is Cordial In Station Letter

New ASCAP Official Says Attitude Is Sympathetic

A SYMPATHETIC attitude towards the position of broadcasters in their dealings with the American Society of Composers, Authors and Publishers has been expressed by John G. Paine, who on May 1 becomes general manager of ASCAP, succeeding E. C. Mills, who at that time becomes chairman of the Society's newly organized administrative board. Mr. Paine's resignation as chairman of the board of the Music Publishers' Protective Association was accepted by the board at a meeting April 14, when the board also appointed Harry Fox as its new chairman.

Citing his own long experience with Victor Talking Machine Co. and with Warner Brothers, both users of considerable amounts of copyright music, Mr. Paine told BROADCASTING that while he does not care to discuss future ASCAP policies until he has had a chance to review the past and present policies of the organization, he personally will take over his new duties with an understanding of the problems of the broadcasters and that he hopes to be able to continue the friendly relationship with them he has enjoyed during his years at MPPA.

Letter to Stations

In a letter sent April 15 to all radio stations Mr. Paine expressed his "thanks for the cooperation you have always afforded me here" and pointed out that in MPPA's dealings with the stations, which are chiefly in the field of electrical transcriptions, MPPA has tried to be constructive and helpful, mentioning the organization's "working out last year of a plan of licensing for the electrical transcription companies whereby those transcriptions can be used for local sponsored purposes without the necessity of manufacturing new recordings for those purposes or counting a recording used for that purpose as a separate manufacture. This has been a great boon to many stations and has enabled them to develop substantial business over the past year that might not otherwise have been accomplished."

The letter continues: "We have sought at all times in the past to establish our position without resorting too frequently to litigation. Rather have we elected to approach all problems as business problems and to seek earnestly for a proper business basis on which to carry on. It is our hope and our belief that this policy has met with your approval. We hope that it will never become necessary to change this policy. We believe it will be unnecessary if we can obtain the full and complete cooperation of all interested parties in the furtherance of sound business principles."

Penn Tobacco Sports

PENN TOBACCO Co. (Kentucky Winner cigarettes and Kentucky Club pipe tobacco) are sponsoring baseball programs on the Yankee Network, WJR, KMOX, KWK, WHO, WGY and WTAM. A horse racing program is sponsored on WIND. Ruthrauff & Ryan Inc., New York, places the account.

CBS to Honor WHAS For Service in Flood

WHAS, Louisville, will be presented with the CBS Medal for Distinguished Service to Radio in a broadcast at which William S. Paley, president of the network, and Barry Bingham, copublisher of the *Louisville Courier-Journal*, will participate May 2. The presentation will be made in recognition of the efforts of WHAS and its staff in saving and preserving human life during the floods of last January. Mr. Paley will make the award and Mr. Bingham, son of Ambassador Robert W. Bingham, will accept it as representative of the newspaper owning the station.

For 188½ hours WHAS and its staff stood by continuously issuing flood warnings to endangered areas and making appeals for food, clothing, and medical aid. This stirring scene will be reenacted during the network presentation from 11:30-12 midnight. Announcers of WHAS who helped keep the station going during the emergency have made transcriptions of their announcements for shipment to New York where they will be studied so that the program may depict the dramatic broadcasts exactly as they happened.

Mr. Bingham, on behalf of WHAS, will be the eighth person to receive the CBS medal. It was first presented in 1929 to Sir John Reith, director-general of the British Broadcasting Corp. Other notables who won the award include Col. Charles A. Lindbergh, Amelia Earhart Putnam, Leopold Stokowski, Nina Martini and Rear Admiral Richard E. Byrd.

Air to Theatre

JEWISH dramatic serials that have had extended runs on WBNX, New York, have been made into legitimate shows and will feature members of the radio casts. Ed Marcus and Frieda Weisenfreund are currently featured in "Old Love" at the Bronx Art Theatre while "The Bachelor Girl" and "In a Jewish Home" are scheduled for May presentation at McKinley Square Theatre.

Notice to Radio Stations That Radio Script Advertising on—

Victorian Elegance and Williamsburg Virginia Reproductions of Furniture and Art Crafts

Are Copyrighted

These cannot be broadcast unless authorized by copyright owners—W. C. Cross and S. D. Cowles, as per copyright numbers herewith printed — 8408 — 8061 — 8104 8109 — 8225 — 8249 — 8261 — 8262 — and 8381. Transcription broadcasts of these will be available to clients. Address — S. D. Cowles, 2414 Chestnut Avenue, Newport News, Virginia.

THE May selection of the Italian Literary League, New York educational organization, is *Marconi: The Man and His Wireless* by Orrin E. Dunlap Jr., reviewed in the April 15 BROADCASTING.

Sports Sponsors Active

(*Continued from page 14*)

events of the Penn Relays were broadcast, and early in May it is planned to broadcast several of the Davis Cup matches from Forest Hills. In cases where these outstanding sports events are not available for sponsorship, General Mills relinquishes its scheduled time so that the station may bring the features to its listeners.

The series, which was announced with 60-line, 2-column advertisements in 13 newspapers in the New York area, has already created so much interest that the station is trying to secure a theatre from which to broadcast so that an audience may be able to witness the broadcasts and to follow the various games on the large score board which is kept up to date minute by minute for the guidance of the announcers. Before the first week was ended the New York Police Department phoned the station, requesting, in view of the tremendous juvenile audience, the safety announcements warning children against playing in the streets be included in each program, which is now being done. This program was placed through Knox Reeves Advertising Inc., Minneapolis.

Cigar Campaign

Webster-Eisenlohr Inc., New York cigar manufacturers, is again using racing results broadcasts to advertise its cigars in the East. The current campaign, which began April 19 and ends Oct. 9, promotes Henrietta and Girard brands on the Inter-City Broadcasting System with a daily-except-Sunday summary of the winners and prizes broadcast by Bob Carter of WMCA, New York. A book telling "How to Figure Parlays" is offered to listeners in exchange for five cigar bands. Account, which also includes extensive spotting of sports and news programs throughout the country, is handled by N. W. Ayer & Son Inc., N. Y.

Post Toasties in Chicago

As an added audience attraction for its play-by-play broadcasts of the Cubs and Sox home games on WIND, Gary, for Post Toasties, General Foods Corp., New York, has engaged a number of old-time baseball stars, each of whom will sit in the announcer's booth at the ball park alongside of Russ Hodges, to aid him in describing the fine points of the game. Ed Walsh, former Sox pitcher, started the season, followed by Ed Ruelbach, former Cubs player, with Urban Faber scheduled for the week of May 3 and Big Chief Bender and Hack Wilson for succeeding weeks. Other baseball names from previous years will be used throughout the summer.

The sponsor is making a gift of a case containing 50 packages of Post Toasties to every fan who catches a ball. The usher presents him with a slip which he can turn in at the station for the cereal. During the last week in April a contest was conducted, with 10 tickets for the best letters on baseball topics being given away each day in the week. The program series is handled through Benton & Bowles Inc., N. Y.

Camay Spot List

PROCTER & GAMBLE Co., Cincinnati (Camay soap) on April 17 inaugurated a series of one-minute transcribed announcements over 85 stations coast to coast. Comprising the list are WGY, WRC, WJAR, WTIC, WHP, WNAC, WFBR, WBEN, WTAR, WSYR, WGBI, WRVA, WHAM, WDBJ, WESG, WCSH, WMCA, WHN, WEEU, WBRE, WNBF, WLBZ, WFIL, WCAE, WSAI, WSPD, WTAM, KYW, WWJ, WWVA, WGBF, WMMN, WMAQ, WJAX, WBT, WSMB, WSB, WSM, WAPI, WSFA, WFBC, KWKH, WIS, WNOX, WIOD, WPTF, WFLA, WMC, WHIS, KLRA, WFAA, KGHL, KWTO, KSOO, WKBH, KTSM, KGNC-KFYO, WOC, WOW, KWK, KVOO, WKY, KRNT-WMT, KOA, KFH, KPRC, WOAI, WDAY, KGIR, WEBC, KDYL, KFYR, KSTP, WISN, WDAF, KFBK, KMJ, KIEM, KGW, KHQ, KMED, KFRC, KFI, KOMO. On some of these stations the announcements feature a perfume offer with the purchase of three cakes of Camay soap; on others they publicize the current Camay trailer contest. They are WBS-transcribed, and placed through Pedlar & Ryan Inc.

ABC Bandage Placing

AMERICAN BANDAGE Corp., Chicago (ABC Gauzeband sterilized adhesive gauze), recently began a five-minute test campaign on WJJD and plans to use spot radio extensively this fall when national distribution will have been secured. At present the bandage firm has distribution in parts of Illinois, California, New York, Kansas, Washington and Texas. Current program on WJJD features Swedish humorist from 5:55-6 on Mondays, Wednesdays and Fridays. Jim Duffy Inc., Chicago agency, handles the account.

IGA DISTRIBUTING CO., Chicago (wholesale grocers), recently renewed its *One Girl in a Million* transcription on WCCO, WDAY and KFYR. A quarter-hour show, it is broadcast three times weekly. A campaign involving a large number of stations is planned for the fall. Charles Daniel Frey Co., Chicago, is agency.

Aw-w-w, Please—

YEARBOOK NUMBER INCLUDED

BROADCASTING Magazine,
National Press Bldg., Washington, D. C.

Here's $3 For My Personal Subscription To BROADCASTING

Name _____

Firm _____ Title _____

Address _____

$5 FOR TWO YEARS or for TWO ONE YEAR-SUBSCRIPTIONS

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

WFIL
560 Kc.
PHILADELPHIA'S MOST POPULAR STATION
NBC BLUE - MUTUAL

CBS Is Opposed In KSFO Ruling

Examiner Opposes But Net Will Seek a Reversal

A SECOND examiners' jolt has been handed CBS in its efforts to acquire additional outlets when Examiner R. H. Hyde, on April 26 recommended denial of the application of the network to acquire KSFO, San Francisco, under lease. There is now pending before the FCC an unfavorable report by Examiner P. W. Seward on the network's proposed purchase of WOAI, San Antonio, for approximately $825,000.

In the face of these reports, it is understood, CBS proposes to seek reversal of the recommendations of the two examiners in both instances. Oral arguments on the WOAI acquisition, which has been fraught with difficulties, had been scheduled for April 29 but the Broadcast Division at a meeting April 27 continued them for 60 days upon motion of CBS and WOAI. CBS counsel, Duke M. Patrick and Joseph H. Reams, will file exceptions to the KSFO report and also seek oral arguments.

The issue raised in the KSFO transfer differed from that involved in the WOAI case and in the case of KNX, purchased by CBS last year at a figure of $1,250,000. The FCC within the last year approved the KNX transaction and also the lease by CBS of WEEI in Boston—a transaction more closely resembling the KSFO proposal.

In his report, Mr. Hyde concluded there was no evidence presented in connection with requirements of network broadcasting "that there is any necessity for the acquisition of control of this station by the same interests now controlling a number of other stations." He set out in his report that CBS owned seven stations and in addition leases WEEI.

In recounting the transaction, Mr. Hyde brought out that "rent" was to be paid at the rate of $25,000 a year for KSFO plus an amount equal to one-seventh of the gross annual income in excess of $175,000. Terms provide for lease of the station from the time of the FCC's consent until Jan. 1, 1942 with options for two extensions of five years each. The station operates on 560 kc. with 1,000 watts and late last year joined CBS as an affiliate in lieu of KFRC which became a Don Lee outlet. The principal owner is Wesley I. Dumm.

Mr.Hyde said the report showed an original cost of some $35,000 in the station with the present cost of equivalent equipment at approximately $39,000. He referred to testimony of Mefford R. Runyon, vice-president of CBS, that the station as a CBS outlet would have an estimated annual gross revenue of $280,000 with expenses including rent and depreciation on a new transmitter estimated at $250,000, leaving an estimated net income of $30,000.

In his conclusions, Mr. Hyde held that evidence showed that CBS has the legal qualifications required on transfer of the license; that the application could be granted under the Communications Act if the Commission is satisfied that full information had been obtained and that the proposed transfer of license would be "in the public interest."

The Examiner held further, however, that precedent established by Commission decision "indicates that consideration should be given to the question as to whether the consideration given by the applicant acquiring control of a station is excessive." In this connection, he referred to the KNX case. He said further that the chief consideration for the "rental" agreed upon "is the use or opportunity to use the operating assignment of KSFO, subject to the approval of the Commission". He continued:

"Nothing in the contract, in the absence of some affirmative action by the Commission, could possibly change the terms of the station license which, it may be noted, runs for only a fraction of the time period covered in the contract; no rights to the operating assignment in question or any of the privileges for which a license is required by the Communications Act of 1934 could be established against the regulatory power of the Commission by any agreement between the parties or by any payments which one may make to the other as consideration to stand aside or vacate an operating assignment in favor of the second party."

* * *

"CBS intends to put forth every effort to further the development of radio broadcasting from the Pacific Coast and to make Hollywood as important in the production of radio as it has been in the production of motion pictures", said Donald W. Thornburgh, CBS vice-president, at the ground breaking ceremonies for the network's new $2,000,000 headquarters in that city April 27. Even should the FCC sustain Examiner Hyde's report, plans for the new $500,000 studio building and transmitter expansion by the station will be carried on, Mr. Thornburgh said. KSFO will continue as an affiliate station. New studios will be in the Palace Hotel building. Ralph R. Brunton, general manager of the Northern California Broadcasting System, San Francisco, has planed to New York several times recently in what was reported to be in an effort to interest CBS executives there in KQW, San Jose, or KJBS, San Francisco, as possible northern California outlets for CBS to supplant KSFO.

AFTERMATH OF AN APRIL GALE

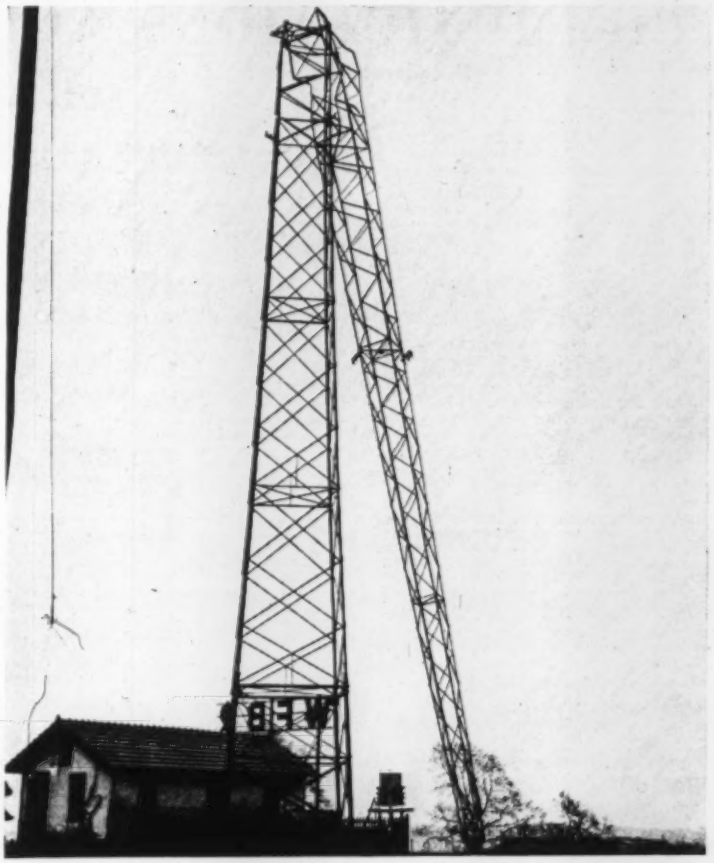


Photo courtesy of Baltimore News-Post

TWISTER TWISTS TOWER—While strong winds and heavy rains sent dozens of Maryland rivers over their banks the last week in April, one squall did this to the 224-foot steel tower of WFBR, Baltimore, forcing the station off the air from 1:30 to 4:30 p. m., April 27. The break occurred about half-way, the top part fortunately falling away from the adjacent transmitter house; otherwise Ed Stover, engineer on watch, undoubtedly would have been injured or killed. WFBR returned to the air with 500 watts power from its auxiliary transmitter with its two 75-foot towers nearby. The loss was covered by insurance and a new tower is already on order from Blaw-Knox. All during WFBR's lapse from the air, WBAL broadcast notices that it would shortly resume and apprised the audience when it was back in operation.

Court Holds That FCC May Reconsider Grant Made Without Hearing

THE RIGHT of the FCC to reconsider an application, after once granting it without a hearing, and to set it for hearing on its own motion, was sustained by the United States Court of Appeals of the District of Columbia, April 19, on the appeal of the Monocacy Broadcasting Co., an applicant for a new station in Rockville, Md., a suburb of Washington. In a unanimous opinion, the court sustained the findings of the District Court in Washington, to which Monocacy had appealed, that the applicant had an adequate remedy at law by appealing to it, rather than to the District Court, for relief.

The FCC, on July 2, 1935, had granted the application for 1140 kc., 250 watts daytime. The same month WCAU, Philadelphia, protested on interference grounds. WOL, Washington, also protested, but the FCC denied it as having failed to comply with its rules. In September, the opinion relates, WCAU voluntarily withdrew its protest, and the FCC cancelled the hearing it had previously designated. The same month, the FCC reconsidered the application and designated it for hearing with notices of the hearing to WCAU and WOL. After the FCC denied petitions of Monocacy to affirm the grant without a hearing it went to the Washington court, which subsequently dismissed the bill of complaint.

The appeals court held that the lower court was correct in not issuing an injunction to Monocacy, when the latter had a "plain, adequate and complete remedy at law", through an appeal to the appeals court.

Two Attorneys of FCC Assigned New Positions

A SWITCH in assignments of two senior lawyers of the FCC has been authorized, to become effective about May 1, whereby Ralph L. Walker, veteran examiner, returns to the law department, with Tyler Berry, attorney, replacing him on the examiner staff. Mr. Walker has been with the FCC since its creation and was one of the first attorneys on the old Radio Commission, having joined it Dec. 1, 1928. He was named an examiner Feb. 10, 1931, being one of the first two attorneys so designated. In the law department it is expected he will be assigned to hearing work. Mr. Berry joined the Radio Commission July 1, 1933, and has been devoting most of his time to hearing work.

O'Brien Varnish Tests

O'BRIEN Varnish Co., South Bend, Ind. (Thermolyzed Tongue-Oil Enamel), is currently testing in three markets with more stations to be added if current campaign is successful. The paint firm is now using five-minute talks three times weekly on bathroom and kitchen decorations featuring a character known as *The Rainbow girl.* Stations now being used are WSBT, South Bend; WMBD, Peoria; and WHEC, Rochester. Behel & Waldie, Chicago, is the agency.

ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

APRIL 15 TO APRIL 29 INCLUSIVE

Decisions . . .

APRIL 15

MISCELLANEOUS—NEW, J. Laurence Martin, Tucumcari, N. M., denied pet. set aside order 10-13-36 denying applic. new station 1200 kc 100 w ltd., and to grant same, also denied further ext. effective date; WHB, Kansas City, denied review and reversal decision denying new equip., change 860 to 1120 kc, D to unl., 500 w 1 kw D directional N, also alternate proposal for rehearing and stay; WNNY, Watertown, N. Y., denied reconsid. and set aside action 12-2-36 reversing order of 9-22-36 which granted applic. CP 1420 kc 100 w 250 w D unl.

APRIL 16

APPLICATIONS GRANTED:

KFEQ, St. Joseph, Mo.—CP trans. site, vert. radiator.

WJBL, Decatur, Ill—License for CP.

KROY, Sacramento, Cal.—License for CP as mod.

WGES, Chicago—Amended CP move locally, new equip., vert. radiator.

WDBO, Orlando, Fla.—CP change equip., increase D 1 to 5 kw.

WBRE, Wilkes-Barre, Pa.—CP move trans., vert. radiator.

WAYX, Waycross, Ga.—CP new equip., increase D 100 to 250 w.

KGGM, Albuquerque, N. M.—License for CP.

WIRE, Indianapolis—License for CP as mod., directional N.

WMBO, Auburn, N. Y. — Mod. CP change equipment.

KSTP, St. Paul — Consent invol. trans. control of Natl. Bat. Brdcstg. Co. from Lytton J. Shields, deceased, to present legal rep., First Trust Co. of St. Paul, Helen B. Shields, and Frank J. Anderson, reps. of estate; also granted renewal.

KPRC, Houston—Ext. temp. auth. 5 kw.

W6XRE, Los Angeles—License for CP high-freq. 500 w.

W2XAX, New York—CP change equip., increase visual power to 7,500 watts, move trans. to Chrysler Bldg.

SET FOR HEARING — NEW, El Paso Brdcstg. Co., El Paso, CP amended to 940 kc 1 kw unl.; NEW, W. W. Luce, Lauderdale, Fla., CP amended to 1050 kc 1 kw D; WMAL, Washington, mod. license increase N 250 to 500 w; NEW, Fall River Herald News Pub. Co., Fall River, Mass., CP amended to 1210 kc 100 w 250 w D unl.; NEW, Centennial Brdcstg. Corp., Dallas, CP 1500 kc 100 w D; NEW, Thomas J. Watson, Endicott, N. Y., CP 1240 kc 1 kw unl. directional N; NEW, Ocala Brdcstg. Co., Ocala, Fla., CP 1500 kc 100 w 250 w D unl.; NEW, F. B. Clements & Co., Mankato, Minn., CP 1500 kc 100 w 250 w D unl.; NEW, Hickory Brdcstg. Co., Hickory, N. C., CP 1370 kc 100 w D; KFNF, Shenandoah, Ia., CP amended to directional N, increase N to 1 kw, D to 5 kw; KRKD, Los Angeles, transfer control from Frank P. Doherty to J. F. Burke Sr. and Loyal K. King; NEW, Summit Radio Corp., Akron, CP amended to 1530 kc 1 kw unl. directional N.

SPECIAL AUTHORIZATIONS—WFIL, Philadelphia, ext. temp. auth. 560 kc 1 kw N; KGDY, Huron, S. D., ext. temp. auth. remain silent to rebuild trans.; WJBW, New Orleans, temp. auth. remain silent 15 days for repairs.

ACTION ON EXAMINER'S REPORT—NEW, H. O. Davis, Mobile, denied as in default applic. CP 610 kc, 250 w 500 w LS unl., sustaining Examiner Seward.

ORAL ARGUMENT GRANTED—NEW, Falls City Brdcstg. Corp., Falls City, Neb.; NEW, Baker Hospital, Muscatine, Ia.; NEW, J. R. Curtis and R. Lacy, Lufkin, Tex.; NEW, Redlands Brdcstg. Assn., Lufkin, Tex., all 5-20-37; WJBR, Gastonia, N. C., and NEW, Virgil V. Evans, Gastonia, N. C., 5-27-37.

EFFECTIVE DATE EXTENDED—NEW, Niagara Falls Gazette Pub. Co.; NEW, Power City Brdcstg. Corp., Niagara Falls, N. Y., both 5-15-37.

MISCELLANEOUS — KLZ, Denver, dismissed without pref. CP new station in Denver 1210 kc 100 w 250 w LS unl., also dismissed pet. Col. Radio Corp. to intervene; WHN, New York, accepted answer as respondent in KYW hearing 5-18-37; NEW, W. F. Maag, Youngstown, denied pet. intervene applic. CP 1350 kc 1 kw unl.; WBAX, Wilkes-Barre, denied temp. auth. unltd. pending action on applic.; KGMB, Honolulu, denied reconsid. action setting for hearing applic. transfer control of KGMB and KHBC from J. L. P. Robinson to Pacific Theatres & Supply Co. Ltd.; KTSA, San Antonio, granted pet. intervene applic. Wichita Falls Brdcstg. Co. for mod. CP increase 250 w N to 1 kw, D 1 to 5 kw LS unl.; NEW, J. Leslie Boss, Sarasota, Fla., denied further extension 90 days take depositions; KHSL, Chico, Cal., denied pet. operate under new assign. 1260 kc 250 w unl. pending compliance Rule 131; NEW, Smith Keller & Cole, San Diego, granted pet. intervene applic. Radiotel Corp. CP new station at San Diego 920 kc 500 w unl.; WSVS, Buffalo, granted renewal; WXYZ, Detroit, granted pet. intervene applic. Voice of Detroit Inc.

APPLICATIONS DISMISSED (request of applicants)—NEW, Utica Observer Dispatch Inc., Utica, N. Y.; KFXM, Lee Bros. Brdcstg. Co., San Bernardino, Cal.; NEW, E. Va. Newspaper Pub. Co., Clarksburg, W. Va.; KSLM, Salem, Ore.; W3XAU, Philadelphia.

RETIRED TO CLOSED FILES—WAIM, Anderson, S. C., CP change to 630 kc 1 kw D since applic. has requested to relinquish this auth.

RATIFICATIONS — WGAR, Cleveland, intervene in Food Terminal Brdcstg. Co. applic.; WKBN, Youngstown, intervene applic. Valley Brdcstg. Co.; WIOD-WMBF, Miami, denied reconsid. action 2-9-37 setting applic. mod. license for hearing; Great Lakes Brdcstg. Co. granted pet. intervene applic. Food Terminal Brdcastg. Co., Cleveland; WIP, WIBG, WDAS granted pet. intervene applic. Philadelphia Radio Brdcstg. Co.

APRIL 20

APPLICATIONS GRANTED:

KEHE, Los Angeles—Vol. assign. Evening Herald Pub. Co. to Hearst Radio Inc.

KSUB, Cedar City, Utah — Mod. CP change equip.

WDSM, Superior, Wis.—Mod. CP trans., studio sites, vert. radiator.

KGER, Long Beach, Cal.—License for CP 1360 kc 1 kw unl.

KRMD, Shreveport, La.—License for CP 1310 kc 100 w 250 w LS unl.

WEBR, Buffalo—License for CP 1310 kc 100 w 250 w D unl.

WJJD, Chicago—Mod. license re hours during daylight saving time.

SET FOR HEARING—NEW, State Brdcstg. Corp., New Orleans, CP 1370 kc 100 w unl.; NEW, Zenith Radio Corp., Chicago, CP television station 100 w; WRVA, Richmond, CP move trans., new equip., directional antenna, increase 5 to 50 kw; KGB, San Diego, CP amended re trans., site, new equip., vert. radiator, increase 1 to 5 kw unl. (before Division); KJBS, San Francisco, mod. license 1070 to 1080 kc, change ltd. to spec. hours (before Division); NEW, Ann Arbor Brdcastg. Co. Inc., Ann Harbor, Mich., CP amended to 1550 kc 1 kw unl. directional N, hearing 4-23-37.

APPLICATIONS DISMISSED (request of applicant)—WAAT, Jersey City, Mod. license 940 kc 1 kw LS D to 6 p. m.

ACTION ON EXAMINERS' REPORTS—NEW, A. Frank Katzentine, Miami Beach, Fla., granted CP 1500 kc 100 w unl., sustaining Examiner Bramhall; WCOA, Pensacola, Fla., granted CP change antenna, trans., move trans., increase 500 w to 1 kw 1340 kc unl. sustaining Examiner Dalberg.

EFFECTIVE DATE EXTENDED—WSBT, South Bend, Ind., to 4-27-37; WEMP, Milwaukee, same.

MISCELLANEOUS—WCHS, Charleston, W. Va., granted postponement hearing 30 days; NEW, Voice of S. C., Spartanburg, S. C., waved ruled 106.5(b) and directed answer to appearance of Carolina Radio Inc. be accepted.

RATIFICATIONS—Decatur Newspapers Inc., granted pet. intervene applic. Ann Arbor Brdcstg. Co.; Robert J. Craig d/b Golden Gate Brdcstg. Co., denied pet. to reconsid. & grant applic. mod. license without oral argument; WKBH answer in Dockets 4468, 4469 and 4470 accepted and Rule 104.6(b) waived; NEW, Gen. Elec. Co., Belmont, Cal., reconsid. action 4-2-37 in denying CP and reinstated on docket, hearing to be held 5-17-37, and rule 104.6(b) suspended and appearance excepted.

APRIL 27

APPLICATIONS GRANTED:

KIDO, Boise, Id.—Granted CP increase D 2½ to 5 kw.

WTMJ, Milwaukee—CP new equip.

KGGC, San Francisco—CP trans. site, vert. radiator.

KAWM, Gallup, N. M.—License for CP as mod. 1500 kc 100 w unl.

WCPO, Cincinnati—License for CP 1200 kc 100 w 250 w D unl.

WCAX, Burlington, Vt.—License for CP 1200 kc 100 w 250 w D spec.

SET FOR HEARING—NEW, Continental Radio Co., Denver, CP 630 kc 500 w 1 kw D unl.; NEW, Floyd A. Parton, San Jose, Cal., CP 1150 kc 250 w D; NEW, Wm. F. Maag Jr., Youngstown, CP 1420 kc 100 w D; NEW, Havens & Martin Inc., Petersburg, Va., CP 1210 kc 100 w 250 w D spec.; NEW, Arthur Lucas, Savannah, CP 1310 kc 100 w unl.; NEW, Hampden-Hampshire Corp., Holyoke, Mass., CP 1240 kc 1 kw unl. directional; NEW, E. B. McChristy, Brownwood, Tex., CP 630 kc 250 w D; NEW, Utica WUTK Inc., Utica, N. Y., CP 1420 kc 100 w unl.; KATE, Albert Lea, Minn., mod. CP change studio site, new equip., change 1200 to 1420 kc, increase 100 to 250 w D; WHKC, Columbus, CP in docket amended to move trans., new equip., vert. radiator, increase N 500 w to 1 kw, D 500 w to 5 kw ltd.; KFBU, Columbia, Mo., CP in docket amended to move trans. locally, new equip., increase N 500 w to 5 kw, D 1 to 5 kw.

SPECIAL AUTHORIZATIONS—WAAF, Chicago, temp. auth. 5-6 a. m. for daylight time; WAGM, Presque Isle, Me., temp. auth. daylight time; WCAX, Burlington, Vt., temp. auth. daylight time; KRMC, Jamestown, N. D., temp. auth. unl. N; WCBD, Chicago, temp. auth. use WMBI trans. 30 days.

APPLICATIONS DISMISSED — NEW, Ben S. McGlashan, San Diego, CP 550 kc 250 w D; KFVD, Los Angeles, 990 kc 250 w 250 w LS ltd.

APPLICATION DENIED—NEW, Provo Broadcast Co., Provo, U, denied as in default for failure to file appearance on applic. CP 1210 kc 100 w 100 w LS unl.

RETIRED TO FILES—WLBL, Stevens Point, Wis., applic. 900 kc 5 kw LS spec. retired to files due to grant of succeeding applic.

MISCELLANEOUS—KUJ, Walla Walla, Wash., denied reconsid. action denying applic. in Docket 3187; WSOC, Charlotte, N. C., granted pet. intervene applic. Carolina Radio Inc.; Columbia Radio Co., granted continuance hearing on applic. Carolina Adv. Corp., Columbia; NEW, Capitol Brdcstg. Co., Raleigh, N. C., denied reconsid. action 4-9-37 setting for hearing applic. new station at Raleigh; KHUB, Watsonville, Cal., further extension 60 days temp. auth. Anna Atkison to operate station; Robert Raymond McCulla, Oak Park, Ill., granted continuance hearing 30 days; WSPR, Springfield, Mass., granted pet. intervene WBZA applic.; WHDH, Boston, granted petition intervene WORL; WOAI, San Antonio, and CBS granted 60-day postponement oral argument applic. transfer control WOAI to CBS; WSAU, Wausau, Wis., hearing on applic. mod. CP reopened.

EFFECTIVE DATES EXTENDED—NEW, H. Wimpy, Albany, Ga., to 5-4-37; NEW, Americus Brdcstg. Corp., Albany, Ga., to 5-4-37; WSBT, South Bend, to 5-11-37; WEMP, Milwaukee, to 5-11-37.

RATIFICATIONS—WRBL granted petition intervene applic. John C. Hughes for CP Phenix City, Ala., and denied postponement of hearing; WHFC Inc., granted petition intervene applic. Robert Ramond McCulla for CP Oak Park, Ill.

ACTION ON EXAMINERS' REPORTS:

WKZO, Kalamazoo — CP move trans., change equip., change 1 kw D to 250 w N 1 kw D, change D to unl., sustaining Examiner Hill.

NEW, Bayou Brdcstg. Co., Houston—Denied CP 1210 kc 100 w D, reversing Examiner Walker.

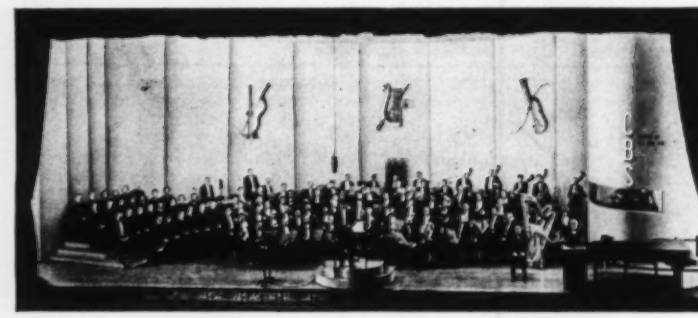
WGBI, Scranton—Granted mod. license 500 w to 500 w 1 kw D 880 kc Sh.-WQAN, sustaining Examiner Bramhall.

KALB, Alexandria, La.—Granted mod. license 1420 to 1210 kc, increase 100 w D to 100 w D & N, change hours D to unl., sustaining Examiner Bramhall.

NEW, Isadore Goldwasser, Anniston, Ala.—Denied applic. CP 1420 kc 100 w D, reversing Examiner Walker.

NEW, H. W. Wilson & Ben Farmer, Wilson, N. C.—Granted applic. CP 1310 kc 100 w D, sustaining Examiner Seward.

ORAL ARGUMENT GRANTED—WELI, New Haven, 5-27-37; NEW, Lawrence K. Miller, Pittsfield, Mass., 5-27-37.



Angular Effect Aids Acoustics of Stage

A SCIENTIFICALLY constructed stage, built at angles permitting sounds to be reflected perfectly to enhance the tonal quality of the broadcast has been placed in operation for broadcasts of the *Ford Sunday Evening Hour* on Sunday nights on CBS from the Masonic Auditorium, Detroit. About 5,000 guests gather each week to see the broadcasts. Planned by industrial designer Walter Dorwin Teague, it is conceived with a mechanical motif and gives the impression of the ultra modern. Nine panels ranging from 20 to 24 feet in height replace the classic drop formerly used. They are placed in shutter-effect giving the stage an appearance of great depth. Canary-colored lamps are set vertically behind the panels so that each stands out like a great pillar.

At one side of the stage is the new CBS control booth—dubbed by one of the orchestra's conductors, the "goldfish bowl". Enclosed by a circular pane of glass it gives the impression of a laboratory, and the engineers working within are visible to practically the entire auditorium audience. Although it weighs over six tons, it is set on six great steel casters and can easily be rolled from the stage by a few men. Despite the size of the entire set, four men can put it up completely in about half an hour.

Examiners' Reports . . .

NEW, W. H. Marolf, Escanaba, Mich.; NEW, Escanaba Daily Press Co., Escanaba, Mich. — Examiner Hyde recommended (I-385) that applic. W. H. Marolf CP 1500 kc 100 w unl. be denied; that applic. Escanaba Daily Press Co. for CP 1500 kc 100 w D be dismissed.

KINY, Juneau, Alaska.—Examiner Hyde recommended (I-386) that applic. change 1310 kc 100 w unl. to 1430 kc 250 w unl. be denied.

NEW, Johnson City Brdcstg. Co., Johnson City, Tenn. — Examiner Hill recommended (I-387) that applic. CP 1200 kc 100 w 250 w LS unl. be granted.

NEW, Knoxville Journal Brdcstg. Co., Knoxville; Richard M. Casto, Johnson City, Tenn.—Examiner Hill recommended (I-389) that applic. Knoxville Journal Brdcstg. Co. for CP 1200 kc 100 w 250 w LS unl. be denied; that applic. Richard M. Casto for CP 1200 kc 100 w 250 w LS unl. be denied.

NEW, Cumberland Brdcstg. Co. Inc., Portland, Me.; NEW, Twin City Brdcstg. Co., Lewiston, Me.; NEW, Philip J. Wiseman, Lewiston, Me.; NEW, Cape Cod Brdcstg. Co., Barnstable, Mass.; NEW, George M. Haskins, Hyannis, Mass.; NEW, Arthur E. Seagrave, Lewiston, Me.—Examiner Dalberg recommended (I-388) grant applic. Cumberland Brdcstg. Co. Inc. for new station 1210 kc. 100 w unl.; denial of Twin City Brdcstg. Co. applic.; dismissal of Philip J. Wiseman applic.; grant of new station to Cape Cod Brdcstg. Co. 1210 kc 100 w 250 LS unl.; dismissal of applic. George M. Haskins; denial applic. Arthur E. Seagrave.

NEW Oak Cliff-Dallas Co. Brdcstg. Co. Dallas; NEW, A. L. Chilton, Dallas—Examiner Irwin recommended (I-390) denial applic Oak Cliff-Dallas Co. Brdcastg. Co. CP 1500 kc 100 w D; denial applic. A. L. Chilton CP 1500 kc. 100 w D, if Commission grants applic. Dallas Brdcstg. Co. and Centennial Brdcastg. Co. and grant if Commission denies either applic. Dallas Brdcstg. Co. or Centennial Brdcstg. Co.

NEW, Frontier Brdcstg. Co., Cheyenne, Wyo.—Examiner Seward recommended (I-391) suspension until final action by courts on applic. Paul H. Heitmeyer for auth. build station in Cheyenne; if Commission decision is sustained by courts, then recommends that applic. Frontier Brdcastg. Co. for CP 1420 kc 100 w 250 w LS unl. be granted.

WMEX, Boston—Examiner Bramhall recommended (I-392) that applic. CP change 1500 kc 100 w 250 w LS unl. to 1470 kc 5 kw unl. be granted, and protests of WLAC, WAAB, WNAC, and WCOP be dismissed.

KARK, Little Rock Ark.—Examiner Bramhall recommended (I-393) that applic. change 890 kc 500 w 1 kw LS unl. to 890 kc 1 kw unl. be granted.

NEW, Arthur H. Croghan, Minneapolis—Examiner Dalberg recommended (I-394) that applic. CP 1310 kc 100 w D be denied.

NEW, Journal Co., Milwaukee; Mid-Atlantic Corp., Washington; Trenton Times, Trenton, N. J.—Examiner Walker recommended (I-395) that applic. Journal Co. for CP 1570 kc 1 kw unl. de denied; that applic. Mid-Atlantic Corp. for CP 1570 kc 1 kw. unl. be denied; that applic. Trenton Times for CP three transmitters 1570 kc 250 w unl. be granted.

NEW, N. Ga. Brdcstg. Co., Rossville, Ga.—Examiner Seward recommended (I-396) that applic. CP 1200 kc 100 w be denied.

NEW, Metropolis Co., Jacksonville, Fla.—Examiner Dalberg recommended (I-397) that applic. CP 1290 kc 250 w unl. be granted.

NEW, Rapids Brdcstg. Co., Cedar Rapids, Ia.—Examiner Hill recommended (I-398) that applic. CP 1310 kc. 100 w unl. be denied.

KSFO, San Francisco—Examiner Hyde recommended (I-399) that applic. Associated Broadcasters Inc. (KSFO) for consent voluntary assignment of license to Western Broadcast Co. (now CBS of Calif. Inc., assignee) be denied.

KLPM, Minot, N. D.—Examiner Bramhall recommended (I-400) that applic. CP change 1240 kc 250 w N & D-Sh. to 1360 kc 500 w N 1 kw D unl. be granted.

NEW, Walter H. McGenty, Rice Lake, Wis.—Examiner Bramhall recommended (I-401) that applic. CP 1210 kc 250 w D be granted.

KFXR, Oklahoma City—Examiner Irwin recommended (I-402) that applic. for renewal be granted; that applic. of Exchange Ave. Baptist Church and Plaza Court Brdcstg. Co. for auth. transfer control to latter company be granted.

Additional Decisions . . .

APRIL 28

NEW, W. P. Stuart, Prescott, Ariz.—Granted petition to rehear and review order granting applic. Southwest Brdcstg. Co., Prescott, requesting CP new station 1500 kc w 250 w D unl., granted 12-1-36 when W. P. Stuart applic. CP 1500 kc 100 w unl. was denied.

Applications . . .

APRIL 15

WPRA, Mayaguez, P. R.—Mod. CP change antenna, hours, trans., studio, to further change equip.

NEW, United Theatres Inc., San Juan, P. R.—CP 570 kc 1 kw unl.

WAAB, Boston—Mod. license re trans.

WLAP, Lexington, Ky.—License for CP as mod. change equip., trans., studio sites.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

Short Fireworks

KYA, Hearst-Radio station in San Francisco, was blown off the air for ten minutes April 19, at 10 a. m., when a microphone switch-box in one of the studios grounded against a desk lamp on Announcer Bert Buzzini's table. The short blew out all the fuses in the speech equipment in a spectacular burst of fireworks. This was the second "jinx" accident at KYA in April, Chief Engineer Paul Schulz having acquired a gash over the right eye a few days before when a dust-cover from the speech-input equipment in the control room fell over on him.

WEED, Rocky Mount, N. C.—CP change equip., increase 100 w 250 w D to 500 w, change 1420 to 1240 kc, hours from unl.-D Sh.-WCHV N to unl., directional N.

WRBL, Columbus, Ga.—License for CP as mod. change equip., increase power, move trans. studio.

KLRA, Little Rock, Ark.—Mod. CP change equip., increase D power, directional N.

WHEF, Kosciusko, Miss.—CP change antenna, move trans.

WTMJ, Milwaukee—CP new trans.

APRIL 16

WHKC, Columbus—CP new trans., increase 500 w to 1 kw 5 kw D, change ltd. to unl., move trans., amended to omit request for unl. time.

WATL, Atlanta—License for CP as mod. new trans., antenna, increase power, move trans., studio.

WBT, Charlotte, N. C.—CP directional N.

WBBM, Chicago—Mod. license change Simul.-D Synchro. (exper.) N-KFAB to unl., contingent KFAB being granted change in freq.

KFAB, Lincoln, Neb.—CP new trans., directional antenna N, change 770 to 1080 kc, 10 to 50 kw, unl., move trans.

KGER, Long Beach, Cal.—License for CP change equip.

KSUB, Cedar City, Utah—Mod. CP as mod. new station change equip.

KIDO, Boise, Id.—CP change equip., increase 1 kw 2½ kw D to 5 kw N & D, amended to omit increase N power.

APRIL 17

WCOC, Meridian, Miss.—Mod. CP change equip., for auth. vert. antenna, move trans. locally.

NEW, Ward Optical Co., Fayetteville, Ark.—CP 1310 kc 15 w D and ltd., amended to 100 w unl.

NEW, Burl Vance Hedrick, Salisbury, N. C.—CP 1340 kc 1 kw D.

KRMC, Jamestown, N. D.—Mod. license 1310 to 1370 kc, change Simul. D-KVOX Sh. N-KVOX to unl.

KFRU, Columbia, Mo.—CP change trans., install vert. antenna, increase 500 w 1 kw D to 5 kw, move trans.

KAWM, Gallup, N. M.—License for CP as mod. new station.

KQW, San Jose, Cal.—CP new trans., vert. antenna, increase 1 kw to 1 kw 5 kw D, move trans.

KPQ, Wenatchee, Wash.—CP new trans., change 1500 to 1360 kc, 100 w 250 w D to 1 kw.

APRIL 19

NEW, Colonial Brdcstg. Co., Morristown, N. J.—CP 620 kc 1 kw unl., amended to directional.

NEW, Yankee Network Inc., Quincy, Mass.—CP facsimile 500 w; also license.

WFIL, Philadelphia—Mod. CP for directional antenna, increase 1 to 5 kw, move trans. locally.

NEW, Genesee Radio Corp., Flint, Mich.—CP 1200 kc 100 w 250 w spec..

NEW, Radio Station WFNC, Fayetteville, N. C.—CP 1210 kc 250 w D.

NEW, Harry Schwartz, Tulsa—CP 1310 kc 250 w D.

NEW, Brenau College, Gainesville, Ga.—CP 1420 kc 100 w 250 w D unl.

NEW, Curtis Radiocasting Corp., Richmond, Ind.—CP 1420 kc 100 w 250 w D unl.

KOOS, Marshfield, Ore.—Mod. license to unl., amended to vert. antenna.

KSLM, Salem, Ore.—CP change 1370 to 1360 kc, new trans., change antenna, increase 100 to 500 w.

APRIL 21

WQXR, New York—CP new equip., increase 1 to 5 kw.

WKOK, Sunbury, Pa.—Mod. license spec. to unl.

WBLY, Lima, O.—CP change trans., increase 100 to 250 w.

WEAU, Eau Claire, Wis.—License for CP as mod. new station.

NEW, John P. Harris, Hutchinson, Kan.—CP 1200 kc 100 w 250 w D unl.

APRIL 23

KFQD, Anchorage, Alaska — Transfer control from J. P. Hannon to R. E. McDonald.

WLWL, New York—Vol. assign license from Missionary Society of St. Paul the Apostle to Arde Bulova.

WTNJ, Trenton—CP new trans.

WORL, Boston—CP change equip.

WBLK, Clarksburg, W. Va.—License for CP as mod. new station, asking approval studio site.

WQAN, Scranton—Mod. license use WGBI trans. as main, increase 250 to 500 w.

NEW, Frazier Reams, Mansfield, O.—CP 1370 kc 100 w D amended to change name to Richland Brdcastg. Co.

KGKO, Wichita Falls, Tex.—License for CP new trans.

KTUL, Tulsa—CP new trans., directional N, increase 500 w 1 kw D to 1 kw 5 kw D, move trans.

NEW, A. L. Beaird, Jasper, Ala.—CP 1500 kc 100 w unl.

NEW, United Brdcstg. Co., Tulsa—CP 1550 kc 1 kw unl.

WCBD, Chicago—CP new trans., vert. antenna, move trans.

NEW, Decatur Newspapers Inc., Decatur, Ill.—CP 1550 kc 1 kw unl.

APRIL 26

KGU, Honolulu—Mod. CP change equip., asking ext. completion date.

WJTN, Jamestown, N. Y.—License for CP new trans., antenna, increase power, move studio.

WNBF, Binghamton, N. Y.—License for CP change equip., increase power.

NEW, Platt & Platt Inc., Poughkeepsie, N. Y.—CP 1310 kc 100 w 250 w D unl.

WFBG, Altoona, Pa.—Mod. CP new trans., to change 100 w 250 w D to 100 w N & D and change antenna.

WFIL, Philadelphia—Mod. CP change equip., vert. antenna, increase power, move trans., asking further changes antenna, trans. site.

WILL, Urbana, Ill.—License for CP as mod. directional antenna, move trans.

WSBC, Chicago—License for CP new equip., increase power.

NEW, Jules J. Rubens, Aurora, Ill.—CP 1040 kc 250 w D.

KPFA, Helena, Mont.—Mod. CP change equip. for approval trans., studio sites, amended re equip., increase to 100 w 250 w D.

NEW, R. M. Dickinson, San Diego, Cal.—CP 890 kc 1 kw N 5 kw D unl., amended to change name to Dickmar Brdcstg. Co.

NEW, Sims Brdcstg. Co., Globe, Ariz.—CP 1210 kc 100 w 250 w D unl.

APRIL 29

WFIL, Philadelphia—CP new trans., directional, increase 1 to 5 kw, move locally.

NEW, Carolinas Radio Inc., Charlotte, N. C.—CP 880 kc 500 w 1 kw D unl., amended to 1 kw N & D.

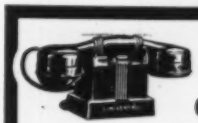
NEW, Chickasha, Okla.—CP 1500 kc 250 w D amended to George H. Evans & Davis O. Vandivier, d/b Chickasha Daily Express.

KGNC-KFYO, Amarillo, Tex.—Auth. transfer control to Globe News Pub. Co.

KMED, Medford, Ore.—License for CP change equip., hours, move trans.

NEW, Richard Field Lewis, Oakland, Cal.—CP 1160 kc 1 kw D.

KEHE, Los Angeles—CP aux. trans.



Two Way Communication

Inter-'phones, office to office, studio to studio, house to garage, shipping depts. and hundreds of other uses. Positive in operation. Simple to install. Modern in appearance. Any number of phones on same line. List price $15 per station. Dealers and jobbers write for discounts.

Universal Microphone Co. Ltd.

Box 299 Inglewood, Calif., U. S. A.

WORTHY of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request

PLAYBACK NEEDLES
STEEL CUTTING NEEDLES

Manufactured by

W. H. Bagshaw Co.

Lowell, Mass.

Distributed by

H. W. Acton Co., Inc.

370 Seventh Ave., N. Y. City

Coaxial Cable Connects London to Birmingham

THE British coaxial cable or television "pipe" has been laid between London and Birmingham, and is now being continued to Manchester, reports the *New York Times*. Eventually it will connect with Leeds and Newcastle so that the British Isles will have a television network. It is estimated that the cable costs about $4,000 a mile. The "pipe" will handle 250 telephone conversations simultaneously, relay television programs and act as a tele-see telephone system. A similar cable has been installed between New York and Philadelphia by the Bell Telephone Laboratories, and has been under tests for several months.

RAY LEE JACKSON, William E. C. Haussler and Syd Desfor, NBC staff photographers, are exhibiting some 200 of their photographs in a public showing. Portraits, candid shots and news pictures are included in the exhibit.

QUALITY rather than Quantity has always been our aim. Quality is what distinguishes SCIENTIFIC CRYSTALS from all others. Accuracy guaranteed BETTER than .01%

CRYSTAL SPECIALISTS
SINCE 1923

New Low Temperature Coefficient Crystals are supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature.

$50 Approved by Federal Communications Commission. Two Crystals....$90

Scientific RADIO SERVICE

124 JACKSON AVENUE

University Park
HYATTSVILLE, MARYLAND

Send for our price list and booklet

Dept. B-517

Merchandising & Promotion

Spud Puffers—Network Pictures—Guess the Bars—Now I Am a Man—Candids by Thousands

AXTON-FISHER TOBACCO Co., Louisville, started a contest last November in connection with the Ed Wynn broadcasts on NBC-Blue (Saturdays, 8-8:30 p. m.) asking listeners to send in questions for Wynn to answer on the air, each question to be written on the back of a wrapper for a package of Spud cigarettes. Each week the judges picked the 205 best questions from those submitted, from which the comedian chose five to answer on the program. Each of the first five prize winners got $100; each of the following 200, $5. When the contest ended on April 10, 1937, a total of 426,453 entries and wrappers had been received. Young & Rubicam Inc., New York, is the agency in charge.

* * *

WITH many listeners requesting recipes from Bee Baxter as a result of her Monday-through-Saturday *Household Forum* on KSTP, St. Paul, Rapinwax, makers of waxed paper and one of the *Forum's* accounts, decided to have Miss Baxter prepare a "favorite recipe" book, which is now off the presses and going out to listeners. Book, extremely attractive compared with the mine-run of free cook-books, presents recipes from all parts of the world, opens with a "jingly" introduction. Rapinwax started on the show with a three-week test; signed for 13 weeks; then went on the dotted line for 52 as a participator in the *Forum.*

* * *

CBS, in the interest of KSFO, San Francisco, has issued a four-page promotion piece titled *New Tower — New Power,* which calls attention to improved facilities of the station. Brochure also includes a relief chart showing the new KSFO transmitter site in relation to San Francisco and the North.

TOLD in pictures is the *35 Hours a Day* brochure just published by NBC to describe the 17½ hours of daily service on the Red and Blue networks. Printed in two colors with board cover, the volume contains dozens of illustrations of studio and remote broadcasts. Prominent announcers, artists and conductors are portrayed, with sections devoted to scoops, opera, comedy, sports, music, drama, stunt, travel, religion, foreign affairs, conductors, soloists, news, election, farm, television, children and mail response.

* * *

KGNO, Dodge City, Kans., is broadcasting four contests weekly for Fairmont Creameries, that city, on its participating program *The Old Prairie Schooner.* For the best 25-word letter sent in each week on "Why I Like Fairmont's Better Butter Better" the winning listener gets 75 baby chicks and 25 pounds of chick feed. Ten grand prizes will be given May 19 when the contest closes. Rules: Send in a label. Purpose: Popularize chick raising among the youngsters and, of course, to sell butter.

* * *

WMT, Cedar Rapids, Ia., has supplemented the national Camay contest sponsored by Procter & Gamble Co., Cincinnati, by placing more than 3,000 bars of the soap in a local hotel window and offering a year's supply to the person who guesses the number. Leo F. Cole, head of WMT's merchandising department, is in charge.

* * *

WOAI, San Antonio, sends Ethel Strong, home economist and conductor of *Home Folks,* into South Texas communities several days each week to present her program at PTA meetings and other gatherings. Mimeographed recipes and household hints are distributed.

CHATEAU NEWS
NEW DISPLAYS TO TIE YOU IN WITH THE CHATEAU SHOW
CHATEAU NEWS
BORDEN'S CHATEAU ON THE AIR TILL END OF YEAR
THESE ADS TEAM UP WITH YOUR DISPLAYS
TUNE IN! · · · · TIE IN! · · · · CASH IN!

BORDEN PROMOTES—Its *Chateau News Reporter* series on five Yankee Network stations by means of this four-page tabloid for dealers, with pages 4 and 1 being shown here. The campaign will include 34 half-hour programs, and is described as one of the largest ever conducted in New England. Young & Rubicam Inc., New York, placed the campaign for Borden Sales Co., which will advertise its Chateau cheese line. Handbills, window posters and newspaper spotlights are among the merchandising angles. Stations are WNAC, WICC, WTIC, WCSH, WEAN.

KSTP's new *Standard Market Data* for 1937, the station's second annual yearbook of facts on the Twin City area, is off the presses. It points out the advancement during the past year of the Twin City area from the eighth to seventh retail market area of the nation; the more than 500,000 population increase in the station's primary coverage area because of its new $300,000 transmitter relocation and redesigning project; an increase of nearly 2,500,000 in the station's total coverage since the new installation; a $78,179,000 increase over 1935 in the cash income of Minnesota farmers; an increase of nearly $800,000,000 in Twin Cities' buying power over 1935.

* * *

WHEN KMOX, St. Louis, shifted the time of the American Packing Co. program, it sent out a formal notice in wedding announcement style, which said: "Harry W. Flannery, your American Packing Co. Sunrise Commentator, invites you to tune in KMOX, St. Louis, Monday, Wednesday and Friday evenings at 8:45 o'clock beginning April 26th, 1937."

* * *

W R O L, Knoxville, conducted a $500 prize contest sponsored by Tennessee Valley Electric Co. on its daily quarter-hour program, *Morning Melodies,* 8:45 a. m. Awards were based on letters explaining "why I prefer the Grunow electric refrigerator and safe current refrigerant and airconditioning". Extra prizes were awarded for best letters each week.

* * *

WDRC, Hartford, Conn., in connection with its programs for Shavettes, a shaving preparation made by George Livingston Co., that city, is sending its merchandising representatives to call on the wholesale and retail distributors of the product in the station's area. Sales information resulting from the calls is included in a brochure just released by WDRC.

* * *

WOL, Washington, held open house for a closed invitation list May 1 for inspection of its new studios at 1627 K St. Invitations were in red and gray, with an architects drawing shown through a window jacket, to promote the event. Cocktails by card only.

* * *

PORTRAIT of a MAN is what the cover of a brown folder says. Inside is a mirror under which is this legend: "Portrait of a man whose business would be benefited by using WRC and WMAL, Washington, D. C." That's all there is.

* * *

NBC published a beautiful folder inviting the recipient to "Go to the Coronation as the guest of NBC", which was mailed in an envelope bearing a postal permit insignia embossed in gold.

* * *

PREMIUM sample collection is being made by WTMJ, Milwaukee, to facilitate choices of promotion material by advertisers and to suggest prizes for radio contests.

* * *

IOWA NETWORK is offering a loose-leaf binder to the listeners of Orville Foster, *The Day Dreamer,* to hold copies of the poems broadcast on his program.

* * *

KLZ, Denver, is mailing 5,000 program schedules weekly showing cuts of local shows, studio artists, and announcers.

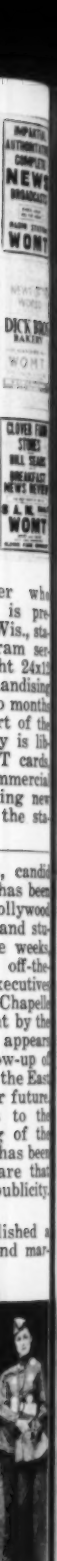
CARDS—Every advertiser who uses WOMT time daily is presented by the Manitowoc, Wis., station as part of his program service, with a gross of bright 24x1[illegible] inch show cards. The merchandising stunt has been tried for two months and is now an integral part of the station's service. The city is liberally spotted with WOMT cards which Emerson Smith, commercial manager, says aid in selling new clients and in publicizing the station.

WALTER CHAPELLE, candid cameraman from Buffalo, has been going through the NBC Hollywood and San Francisco offices and studios during the past three weeks, getting a complete file of off-the-record pictures of talent, executives and staff in action. Mr. Chapelle is out on special assignment by the New York office, and it appears probable that a later follow-up of NBC offices and studios on the East Coast will occur in the near future. Definite announcement as to the purpose behind the taking of the several thousands of poses has been withheld, but indications are that they will be used for publicity.

* * *

KFEL, Denver, has published a series of coverage maps and market data in a handbook.

TOKENS — With the season's schedule imprinted on them were handed out by these three girls at the opening Kansas City baseball game. General Mills and Socony-Vacuum are sponsoring the games on KXBY, Kansas City. Holding sign is Clair Heyer, in charge of KXBY sales promotion and merchandising. KXBY has sent letters to 2,000 grocers to tell them about General Mills sponsorship and Socony-Vacuum has curb signs at all filling stations. Axton-Fisher Tobacco Co. sponsors Walt Lochman in an evening *Sports Review,* promoted by window streamers in all places where cigarettes are sold.



★

PUBLIC INTEREST in WLW programs, and the

CONVENIENCE afforded through a clear signal projected by high power make WLW service a daily

NECESSITY to millions of radio listeners and . . .

WLW—THE NATION'S STATION